

Proposal for a Master of Business (MBus) and Graduate Certificate of Business (GradCertBus) in the Faculty of Economics and Business, The University of Sydney

A) INTRODUCTION

The Faculty of Economics & Business proposes to introduce a Master of Business (MBus) degree from 2003. Building on the intellectual distinctiveness of the Faculty and its two cross-disciplinary schools, the innovative and forward-looking design of the MBus differentiates the Faculty's post-graduate business program offerings from those offered by competitor institutions locally and internationally. Further, the *Faculty of Economics and Business is committed to providing outstanding postgraduate programs that are distinguished by an inquiry-focus, a social science base as well as integrated content and delivery, enabling students to achieve their professional and personal goals and enhance their contributions to business and society.* This intent is essentially our strategic mission.

The goal of the program is to achieve a co-operative, learner-centred experience for postgraduate students. Most educators would agree that a passive teacher-centred approach is no longer optimal or innovative for imparting knowledge, particularly at the postgraduate level. The emergence of this new approach does not mean that conventional models will be swept away. However, the development of the Master of Business took into account various assumptions about the nature of knowledge, the nature of management practice, the pedagogical process as well as social and organisational processes in the world in which we live. The organisational restructuring of the Faculty has already been successfully dealt with through the formation of two schools, each containing approximately five disciplines. In essence, the Faculty structure is about creating and leveraging value through both an inter-School and inter-disciplinary approach to program and curriculum design. The MBus proposal exemplifies our integrated, cross-disciplinary approach to post graduate economics and business education.

It should be noted that the proposed Master of Business provides a suitable vehicle for collaboration both within CHASS and other Faculties across the University.

Master of Business – Structure

We propose a Master of Business degree of 72 credit points (12 UoS x 6 cpts) with a minimum duration of one academic year plus summer semester.

The 'new core' (see Table 1) is thematic and integrated across disciplines and schools. There will be one compulsory introductory core unit, *Business Communications* and one compulsory capstone unit, *Leadership*, (final stage of program). Students will be permitted to choose two from the remaining four units of study (UoS). Exemptions from the thematic strand will not be permitted, although a student may seek a waiver (i.e. permission to by-pass the pre-requisite where the equivalent unit of study has already been completed). The units proposed in Table 1 are designed to provide students with a breadth of knowledge and exposure to all the disciplinary areas in the Faculty, including Finance, Economics, Accounting, Business Information Systems, Marketing, Work and Organisational studies, Public Policy and Strategy, Political Economy and Economic History, Transport and Logistics Management. The thematic strand is designed to ensure that all PG students have a basis for more advanced study in their area of interest. The thematic strand (Table 1) seeks to establish fundamental skills of business communication, strategic thinking, quantitative

and qualitative analysis and effective group work and leadership, and to develop student perceptions about the nature and role of economics and business in diverse contexts.

Table 1: Thematic Strand (indicative labels)

1. Business Communications (<i>compulsory</i>)
2. The Strategic Nature of Business and Relationships
3. The Global Context: Economic, Social and Political
4. Business Decision Making
5. Data Analysis and Interpretation
6. Leadership (<i>capstone compulsory</i>)

Majors: The ratio of UoS from thematic strand to specialised units of study is 1:2. A major consists of a minimum of 4 UoS to a maximum of 8. Students must choose to study one major (4 UoS) or two majors (2 x 4 UoS). Students will graduate with a Master of Business in XXXX. *Table 2 lists the proposed majors.*

Table 2: List of Majors

1. Accounting
2. Business Law
3. Development of Business
4. Finance & Banking
5. Business Information Systems & E Business
6. International Business
7. Marketing
8. Management of Work & Organisations
9. Economics
10. Transport & Supply Chain Management
11. Governance: Public Policy, Business and Society &/or Corporate Affairs
12. Technology: (in collaboration with the Faculty of Engineering) <ul style="list-style-type: none"> • Project mgt focus • Innovation & Technology Mgt

English Studies for Economics and Business Program provides an opportunity to assist international students as well as those from NESB, who wish to undertake a 75% load as a full time student within the MBus. It will also be promoted to students who have minimum (or provisional) English entry requirements. Students will have the option to study English Language as part of their academic program in the first and second semesters, although it will not be a normal UoS. This program will also be available at the mid-year intake.

Master of Business - Fast Track Stream

The MBus - Fast track Stream is not a separate degree rather is it a channel to allow students to complete their Masters program with eight instead of 12 UoS, with a minimum duration of one

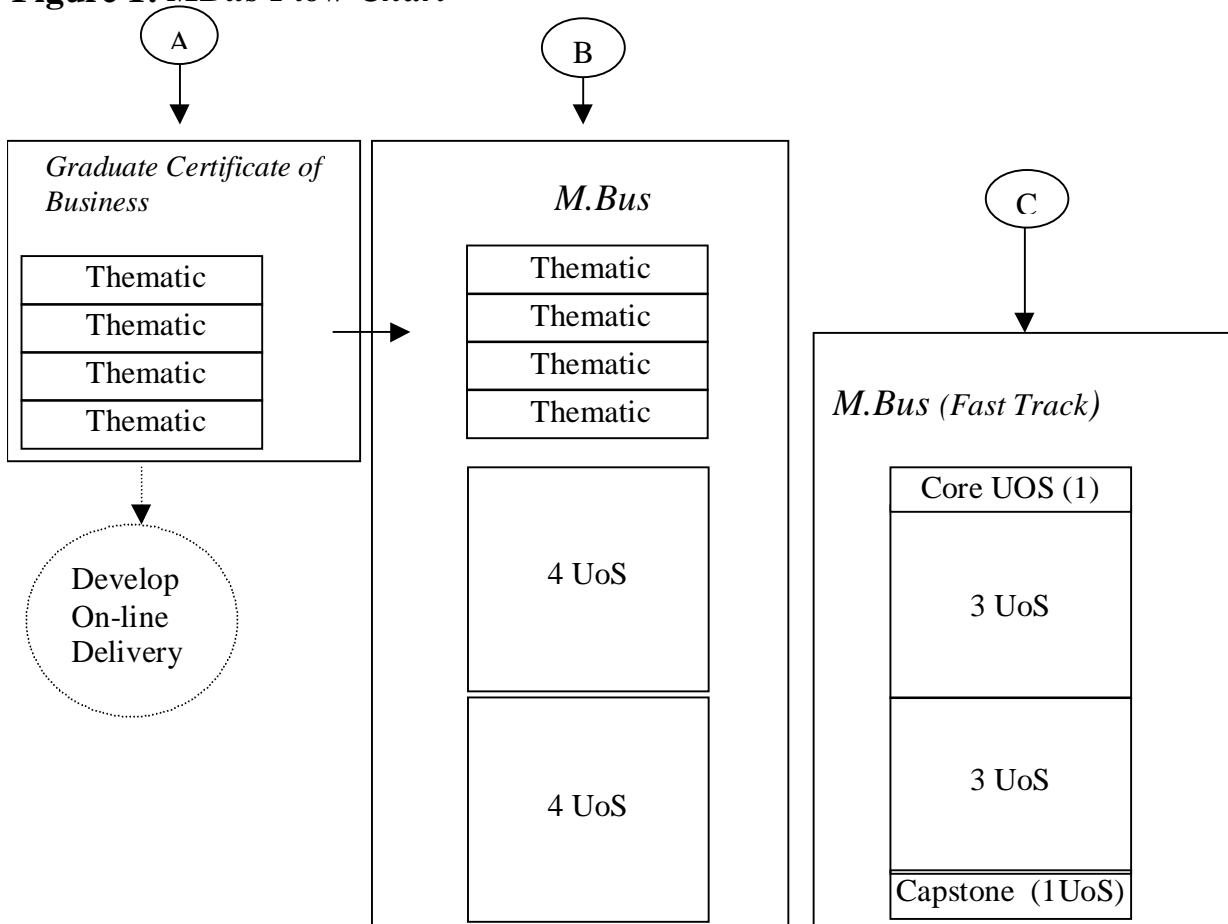
academic year plus summer semester. There will be advanced entry requirements to this stream including extensive work experience and appropriate undergraduate qualifications. Students in this stream will be permitted to study one major or a major and a minor (6 UoS). A compulsory two unit core, comprising one Introductory and one Capstone UoS, is proposed.

Postgraduate Diplomas

We propose that, from 2003, postgraduate diplomas for all PG programs are phased out with the exception of the PG Diploma in Economics. Postgraduate diplomas may be retained where the Faculty is *currently* in partnership with another Faculty or external body in offering a postgraduate diploma. Otherwise, we propose that postgraduate diplomas be used as an exit point only, where appropriate.

An illustration of the proposed structure of the Masters and Graduate Certificate of Business is shown in Figure 1 outlining entry points A, B & C as well as the initial focus for the development of flexible delivery.

Figure 1: MBus Flow Chart



(B) COMPETITION

There are comparable programs including our own Master of Commerce and Master of International Business. The following table emphasises the key differences between the Master of Business and a typical MBA program.

Master of Business	MBA
Core	No core
Integrated approach	Functional knowledge approach
Specialised majors – up to two	No specialisation
No GMAT entry	GMAT Entry
Non degree entry	Degree entry
Economics, Business and Social Science Foundation	Business Orientation

C) ADMISSION CRITERIA

Admission criteria will be the same as the existing Master of Commerce. Students with or without appropriate undergraduate qualifications may enter the Graduate Certificate of Business. Graduate Certificates for MinTS, MPP and MIRHRM will remain.

D) STUDENT LOAD

- i) **DEMAND:** At present there are about 813 students in the Master of Commerce and Master of International Business programs. It is expected that the new business program will combine and attract more students each year. The Faculty will streamline its administrative processes as a consequence of this initiative with associated savings from the amalgamation of six distinct programs currently offered.
- ii) **FULL/PART-TIME:** Enrolment will be on a full-time or part-time basis. UoS will be offered primarily in the evening/day over the semester or through intensive mode during weekdays and weekends (with some in the summer or winter semesters). This mode of delivery will maximise flexibility for students.
- iii) **IMPLICATIONS FOR EXISTING DEGREES:** Course enrolments in the Faculty's and University's other degrees should be unaffected, if not improved. All programs will be continuously monitored from 2003 to ascertain demand. Transitional arrangements will be in place to ensure that no current or future students are disadvantaged.¹
- iv) **STARTING DATE:** January 2003.

E) LENGTH OF CANDIDATURE

The minimum length of candidature for the MBus (full-time) is 14 months whereby both summer semesters at the beginning and end of each academic year are utilised. The Graduate Certificate of Business will be one semester in duration for full-time candidature. The maximum length of candidature will be two years for the MBus, and one year for the Graduate Certificate of Business.

¹ A Faculty plan has been devised to minimise disruption to students and staff during the transitional phase.

F) INTERNAL COURSELOAD DETAILS

New UoS are limited to the thematic strand (see Table 1) for this program. Other new UoS may emerge over time in the majors.

- i) **COURSELOAD:** The MBus requires 12 UoS comprising one compulsory unit, one compulsory capstone unit plus two units from a selection of four from the thematic strand. The Graduate Certificate of Business requires 4 course units of study, comprising a choice of three from the thematic strand, except the capstone unit (See Table 1) plus one elective.
- ii) **UNIT BASIS:** An equivalent full-time student would take four UoS per semester in both MBus and Graduate Certificate of Business. In the English Language Stream, a full-time load will be 3 UoS.
- iii) **FUNDING:** The Faculty would receive payment after all costs of administration and marketing in proportion to the enrolment in courses that they offer.
- iv) **HECS:** MBus and GCBus programs are full-fee paying. Candidates would not be able to fund their studies through HECS.

G) FEE PER UNIT

The fees per unit of study will be the standard postgraduate coursework fee as set by the Faculty.

H) DIRECTION AND ADMINISTRATION

- i) **ORGANISATION:** The Associate Dean (Postgraduate Coursework Programs) will be responsible for the administration of the program.
- ii) **RESPONSIBILITIES:** The Graduate Studies Board chaired by the Associate Dean (Postgraduate Coursework Programs) is responsible for the MBus. Course availability would be organised as it is done currently for the MCom and MIB. Particular decisions made by the by the Heads of Schools on course provision, admissions, assessment and graduation would be in accordance with policy determined by the Graduate Studies Committee. The Faculty's Associate Dean (Postgraduate) would monitor these decisions and intervene where necessary.
- iii) **POLICY:** Policy decisions would need to be confirmed and approved of by the Graduate Studies Board (GSB), the Faculty of Economics and Business.

I) FACILITIES

- i) **TEACHING RESOURCES & AVAILABILITY:** The new program will have an anticipated increase in demand for student places which in turn will influence teaching resources primarily in the teaching of the thematic strand (ie. core). The current core UoS will become the foundation UoS in the majors. The thematic strand will be 'inquiry-based learning' and team taught requiring significant development of content and co-ordination of delivery. A Teaching & Learning Resource Plan has been developed by Faculty to manage this process.
- ii) **TEACHING SPACE:** The new program will have an anticipated increased in demand for student places which in turn will influence space (See Clause 12 'Availability' under resolutions below.)
- iii) **COMPUTER FACILITIES:** Enhancement of computer facilities is currently underway Faculty-wide

- iv) **LIBRARY:** Negligible implications beyond routine annual requests. The Business Information Systems holdings need to be developed to support one of the designated majors in this proposal. A library impact statement is attached.

J) CONSULTATION AND EVALUATION:

- i) **INTERNAL GROUPS:** The Associate Dean has chaired a Postgraduate Program Review Committee within the Faculty. This Committee developed an options paper, which was tabled and discussed with the Dean, Heads of Schools and Disciplines. The Associate Dean has consulted the Heads of Discipline and associated teaching staff in each discipline. Two meetings were held with HoSs and HoDs to seek their endorsement for the MBus. The proposal was presented at full Faculty meeting on Friday March 30, 2001.
- ii) **EXTERNAL GROUPS:** The Associate Dean has conducted focus groups amongst current postgraduate students to ascertain their input on program design and improvements. The proposal has been discussed with the Faculty's Advisory Board and the Dean, Australian Graduate School of Management (AGSM).
- iii) **EVALUATION:** Evaluation procedures will be similar for the existing postgraduate coursework programs. In addition, the new programs will be continuously monitored between the period 2003 and 2005 to ensure the quality of the teaching and learning experience for students.

RESOLUTIONS

MASTER of BUSINESS (MBus) and GRADUATE CERTIFICATE of BUSINESS (GradCertBus)

Award of the Masters of Business degree

- 1.1 The Master of Business shall be awarded as a Pass degree provided that an outstanding student may be awarded the degree with merit.
- 1.1.1 The testamur shall so specify if the degree is awarded with merit, and the testamur shall specify any major subject areas.

Award of the Graduate Certificate of Business

- 1.2 The Graduate Certificate of Business shall be awarded in one grade, namely Pass.

Eligibility for admission

- 2.1 An applicant for admission to candidature for the MBus shall:
 - 2.1.1 except as provided for in Chapter 10 of the by-laws, be a graduate of the University of Sydney; and
 - 2.1.2 have completed a Bachelors degree at a standard acceptable to the Faculty.
- 2.2 An application for admission to candidature for Graduate Certificate of Business shall:
 - 2.2.1 except as provided for in Chapter 10 of the by-laws, be a graduate of the University of Sydney; or
 - 2.2.2 have completed five years work experience acceptable to the Faculty.

Method of progression

3. A candidate for the MBus & Graduate Certificate of Business shall proceed by coursework only.

Requirements for the MBus

- 4.1 To be eligible for graduation with MBus, a candidate must complete:
 - 4.1.1 12 units of study in total (includes 1 compulsory core unit and 1 capstone unit plus two additional units from the thematic strand as well as four units from a designated major) (See Table 1), where each unit represents six (6) credit points for one semester.
 - 4.1.2 *Fast Track Stream*: Eight course units in total (includes 1 compulsory core course unit and 1 capstone course units), as well as six units of study from a designated major (See Table 1) where each unit represents six (6) credit points for one semester.
 - 4.1.3 A particular unit of study cannot be counted more than once towards the degree, nor can it be counted if it overlaps substantially in content with another course unit being counted.
 - 4.1.4 Enrolment in UoS additional to degree requirements is subject to Faculty permission.
- 4.2 To be eligible for graduation with Graduate Certificate of Business, a candidate must complete:
 - 4.2.1 Three UoS from the thematic strand (See Table 1), plus one elective unit of study.
 - 4.2.2 A particular unit of study cannot be counted more than once towards the graduate certificate, nor can it be counted if it overlaps substantially in content with another course unit being counted.

Probationary admission

- 5.1 A candidate may be accepted by the Faculty on a probationary basis for a period not exceeding twelve months and, on completion of this probationary period, the Faculty shall

review the candidate's work and shall either confirm the candidate's status or terminate the candidature.

- 5.2 In the case of a candidate accepted on a probationary basis under this resolution, the candidature shall be deemed to have commenced from the commencement of the probationary period

Time limits

- 6.1 A candidate shall enrol in the University of Sydney either in full-time or part-time study for not less than 14 months for the MBus and not less than 6 months for Graduate Certificate of Business.
- 6.2 A full-time candidate shall complete the requirements for the MBus within 3 years and within 18 months for the Graduate Certificate of Business
- 6.3 A part-time candidate shall complete the requirements for the MBus degree within 5 years from the date of first enrolment provided that in special circumstances the Faculty may extend this period to 6 years and within 3 years for Graduate Certificate of Business.

Progress

7. A candidate shall, on the basis of examinations and assessments at the end of each semester of candidature, satisfy the Faculty that the candidature should proceed.

Examination

- 8.1 The Head of School concerned with each UoS shall appoint an examiner or examiners to conduct any prescribed examinations.
- 8.2 The examiners shall report to the Faculty of Economics and Business, which shall determine the result of the examination.

Termination

- 9.1 The Faculty may call upon any candidate to show cause why that candidature should not be terminated by reason of unsatisfactory progress towards completion of the degree and where, in the opinion of the Faculty, the candidate does not show good cause, terminate the candidature.

Availability

- 10.1. Quotas may limit admission to the degree and enrolment on particular courses or areas
- 10.2. In determining the quotas, the University will take into account:
- 10.2.1.1 availability of resources including space, library, equipment and computing facilities
- 10.2.1.2 availability of staff
- 10.3 In considering applicants for admission to candidature, the Faculty shall take account of the Quota and will select in preference applicants who are most meritorious in terms of section 2.

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