



OUR FIRST GRADUATES

After an exciting first year of the program, family and friends of the first cohort of Master of Management students, proudly watched them collect their testamurs at a traditional graduation ceremony in the University's Great Hall.

The group of 21 students from over nine different countries (including Australia, Hong Kong, Canada, United Kingdom, France, Hungary, Kenya, United Arab Emirates and the United States of America) were the first to complete the course which was introduced to the University of Sydney in 2009.

The graduating Master of Management students unanimously said the course had enabled them to take advantage of the strong corporate ties which the faculty has formed between numerous global companies. They also particularly enjoyed the opportunity to network and be exposed to real business situations.

During the program, the students had the opportunity to study subjects including strategy and entrepreneurship, managerial economics, accounting and financial management, international and cross cultural management, as well as marketing management in the global environment.

Many of the graduating students have already secured positions at a number of leading companies including Deloitte Touche Tohmatsu, KPMG, PricewaterhouseCoopers, Westpac, Dell, Commonwealth Bank and Proctor and Gamble.

Master of Management graduate, Tobias Lehmann, (pictured above with his Grandfather Leslie Taker), who is now working at Dell said: "I was drawn to this course because of the corporate ties the program has developed with companies like PwC, Deloitte, and KPMG. The Master of Management has enabled me to develop real strategy through workshops and working in a close knit peer group. I would recommend the program to anyone looking to accelerate their career in business or management."



Tobias Lehmann with his proud Grandfather Lesley Taker



The first cohort of Master of Management students celebrate graduating from the program

POSITIVE IMPACT IN BUSINESS

Master of Management students were coached by professional actors and undertook role play sessions as part of a novel one-day seminar presented by leading professional services firm, PricewaterhouseCoopers (PwC).

Held in the PwC Sydney offices the program called 'Positive Impact in Business' is a development skills program designed specifically for graduates and aims to build critical business skills and a positive mindset for their transition to management positions.

Not only did the program accelerate communication skill development and self awareness through acting out various case studies, it provided participants valuable insight into the PwC organisation and the business world in general.

The event also included a very lively Q&A session with Kate Julias, Partner, Private Clients where the students had the chance to gain a deeper understanding of PwC as a company, an employer and of its different business functions both in Sydney and internationally.

Director of the Master of Management Program, Associate Professor Nick Wailes who attended the program with the students said a number of key learning outcomes were achieved on the day.

"It was a really effective way for students to learn how to lead, how to contribute to team success and how to communicate with impact. The benefits of building and sustaining relationships and the need for empathy were also major themes of the day. All these qualities will stand these students in good stead for wherever their future takes them."

Students who commence the program in semester 2, 2010 will also have the chance to attend this PwC skill seminar as well as seminars run by Deloitte, KPMG and L'Oréal.

SPEAKING OF SUCCESS

Master of Management students have access to an impressive array of industry experts during the course of their studies. These guests are invited to speak at functions, participate in lectures and provide mentoring support to students throughout the semester.

Anna Rose and Victoria Keesing were the inspiring speakers that addressed the group of commencing 2010 Master of Management students and corporate partners at a cocktail reception which had the theme of 'change'.

The Founder of the Australian Youth Climate Coalition, Anna Rose, spoke passionately about her work and how her time at the University of Sydney (where she completed BA/Law) inspired her to make a difference and leave a legacy. Her presentation led to some healthy debate on the controversial subject of climate change.

In addition to this Victoria Keesing, a partner at PwC, presented to the group and spoke of her 20 years experience in undertaking large scale organisational change projects.



Guests discuss change at the Nicholson Museum

The event was held in the University's Nicholson Museum and the irony of talking about change while surrounded by mummies and antiquities was not lost on the guests!

Director of the Master of Management Program, Associate Professor Nick Wailes, said the night was a wonderful opportunity for students to think differently about 'change' and interact with industry leaders and their own peers.

"This is the third Master of Management networking event that we have held. These events are an opportunity for us to bring together the students enrolled in the program with our corporate and social partners.

"But there is an element of work to this event for students. They are required to network with the guests and report back to the class on the issues they discussed and what they learned during the evening."



Student and corporate guests gather to listen to Anna Rose

FUTURE DIRECTIONS

Students enrolled in the Master of Management program in the Faculty of Economics and Business recently completed a ‘real-life’ project which aims to encourage students from South West Sydney to attend university in greater numbers.

Less than 20 per 1000 students who attend school in South Western Sydney go on to university, compared with the national average of almost 50 per 1000.*

The project, named the ‘Future Direction Network’, is the brain child of Corey Payne (BCom ‘07), an alumnus of the University of Sydney and current National Rugby League player for the Canterbury Bankstown Bulldogs. It aims to provide financial support (via scholarships), mentoring and career pathway planning and execution (cadetships/ internships) for students from South West Sydney and is in line with the University’s activities to support social inclusion.

The Future Direction Network is made up of a group of young professionals who grew up in the Western Suburbs of Sydney, attended university and have gone on to develop successful careers. All of them are passionate about providing greater opportunities to the next generation of young people from the region they grew up in.

Corey contacted Nick Wailes to enlist the help of the most recent cohort of eager students.

“I have been involved in delivering high school talks to students from South West Sydney for a number of years in regards to the importance of going onto university level studies,” said Corey.



Anthony Hadley, Director, Future Directions Network coaches a group of students during the project

“There are numerous barriers that prevent young people from attending a university from the region, such as financial disadvantage, low expectations as no other family members have acquired formal education and also the belief that University is not available to them or quite simply beyond their reach.

“I wanted to do something a bit more proactive and conceived the idea of setting up a program that would help to not only see more kids enrol at University but also challenge attitudes.”

“When Nick informed me that he was interested in having the Master of Management students engage the idea as part of their studies, I was very excited. Who better to work on my project than the best and brightest students at the University.”

Nick said: “When Corey came to me with this opportunity I jumped at it. One of the key aims of the Master of Management is to equip students with the ability to develop solutions to real world problems.

“This project provides students with a fantastic opportunity to apply their theoretical knowledge to a concrete set of challenges. It requires them to understand the target market, look for potential sources of funding and identify sustainable governance and organisational arrangements. The skills that students acquire working on this project will be directly applicable in their professional careers.

“Just as importantly, this project and others that our students have worked on are one of the ways that the University can make a positive contribution to the Australian community.”

Jessie Kelly, a Master of Management student, who has previously been involved in a mentoring program for Indigenous students, said of the project: “I was thrilled to be able to work on such a worthwhile initiative as part of my studies, knowing that our work would have a real impact.”

** Figures obtained from the Submission to the Review of the Australian Higher Education by the Western Sydney Regional Organisation of Councils Ltd (Aug 2008)*

BUSINESS INSIGHTS

BY CRAIG McCARTHY

Electrolux – Australia’s leading major household appliances company with brands such as AEG, Electrolux, Westinghouse, Simpson, Kelvinator, Chef and Dishlex – recently set Master of Management students the task of establishing the relevance of social media to its business.

In summary, the brief called upon the four-member student team to identify key product and lifestyle-related digital social media forums; to note how the “new” media interacts with conventional or “old” media; to monitor social media content and, finally; to recommend various strategies on how to utilise social media in Electrolux’s business operations.

The team comprised Damien Rockall, Andrew Rockall, Danny Tauv and Tamia Imai. Their project is part of the faculty’s program to provide opportunities for students to apply what they have learnt in class to a real world business issue to help them develop skills they will need in their professional careers. It has parallels with Electrolux’s own Business Insight Program which recruits candidates to commit to a two-year program that exposes participants to the company’s dynamic, consumer-driven business.

While most people take their washing machines, refrigerators, ovens and cooktops for granted, Electrolux has, throughout its nearly 100-year history and starting with vacuum cleaners, determined to lead the domestic appliance industry through constant improvement and innovation. The approach requires on-going assessment of consumer needs and is dependent on a stream of new ideas – in effect, to develop evolving business insights to gauge ever-changing consumer insights.

Electrolux Australia’s Managing Director, Dr John Brown says that, typically, the graduates who join his company’s program have strong communication skills and an openness to continue to learn.

“This is really important because the two-year program moves them through all aspects of the business, from ordering products through field sales and customer service,” he says. “Whether graduates intend to pursue a career in a single discipline, say marketing or finance, or aspire to more generalist roles, the most valuable people are usually those who understand the whole business process and the interdependencies.

“They bring insight into problem-solving or developing new business opportunities or products through their depth of knowledge spanning business functions. That’s the learning environment that the Electrolux program offers.”

Hardly surprising then that the Electrolux team which evaluated the Master of Management students’ work included - in addition to Dr Brown - the company’s Chief Financial Officer and senior executives involved in Operations, People and Development and Consumer Insights and Marketing. Their professional qualifications included electrical engineering, economics, law, psychology and marketing.

Their feedback was generally very positive with all the Electrolux evaluation team members noting that the company would be interested in running another business project in the future – given a similar appropriate brief.



Electrolux Australia’s Managing Director, Dr John Brown



Electrolux Australia’s Head Office, Sydney



Lorenn outside the World Health Organisation offices, Geneva, Switzerland



Lorenn enjoying the European winter

POSTCARDS FROM LORENN

We asked Lorenn Ruster who is undertaking exchange semesters at HEC, Paris and Copenhagen Business School and is currently on placement at the World Health Organisation as part of the Master of Management (CEMS) program to keep us posted on her progress. Some extracts from Lorenn's blog follow.

FEBRUARY 2010 | I arrived at HEC Paris two weeks ago now! Last week there were extensive welcome events hosted by the International Students Association. They are super active and for 20 Euros for the whole week I went to a dinner on the Champs Elysees, attended a traditional French dinner on campus, visited the Louvre and had dinner, went to a French Provencal dinner (and I didn't even do everything that was on offer). Also during this week we had an orientation seminar with Deloitte. I also attended a Social Business Conference where Muhammad Yunus (Nobel Peace Prize Winner, Founder of Microfinance and Co-Chair of Social Business at HEC) spoke!!!!!!!!!!!!!! This was pretty amazing...there were 3000 people there!

APRIL 2010 | So I'm halfway through my CEMS semester at HEC and a LOT has happened!!! The week before our Easter/Spring break was the 'BDE Campaign Week' (the BDE is the Student Union here at HEC) and the campus turned into a fair ground (I had dodgem cars set up outside my window for example!). There were rides/attractions, FREE FOOD, parties EVERY NIGHT and 'the hotline'! Each night during the week a particular group was responsible for 'the hotline' which was a number that you could ring and order food from and they would deliver it to your room, for free! Seriously...I've never seen anything like it! - you could order pizza, brownies, panini's, drinks...and also non-foods like theatre sketches, songs... or even a 'kidnapping'! It was a tiring and fun week!

MAY 2010 | Thought I'd update you quickly on the second half of my semester here at HEC where I'm undertaking a 'Certificate' (read - conglomerate of subjects) in Social Business/Enterprise and Poverty. For those that can speak French (or nearly) we were able to participate in a week of 'hands-on experience'. For me this meant going to a social business where they help people that have been unemployed for a long time to get back into work by offering them positions. We rotated around all of the groups! So yes...this meant that I was a cleaning lady for a day, a graffiti remover for another day and seeking out electrical equipment supplies another day! My French definitely got a work out!

JULY 2010 | I have now been in Geneva for a bit over a month and am really enjoying working in such a fascinating environment. By far the best part of being at the WHO is that every week I can attend 'lunchtime lectures' on topics as far-ranging as flu pandemics, genomics and humanitarian ethics! Funnily enough, parts of my studies in the Master of Management have popped up in these lunchtime lectures. There was even one specifically on closing the gap between Indigenous and non-Indigenous Australians!

In a few weeks I will pack up again to leave for my second semester abroad at the Copenhagen Business School! Writing this down, I feel like it's not possible that all of this could happen in one year! (and we're only halfway through!) --- what a year so far!!!!!!

To read Lorenn's blog in full visit <http://blogs.usyd.edu.au/mmgtxperience/>

MESSAGE FROM THE PROGRAM DIRECTOR

Since the launch of the Master of Management program in March 2009 I have been privileged to welcome three fantastic cohorts, all who have impressed me with their drive and commitment to building the foundations of a successful career. It was a proud moment for me when the very first cohort graduated from the program in June this year.

One of the most important aspects of the program is to provide students with the opportunity to put the theories and concepts they have learned in the classroom into practice within industry. Over the past eighteen months I have been overwhelmed by the support provided by our corporate partners to enable us to do this. A diverse range of companies including Deloitte, PwC, KPMG, Ernst & Young, Thomson Reuters, Electrolux and The Smith Family have provided a variety of opportunities to the students including skills seminars, business projects and networking

Thank you to the following companies and organisations for their continuing support of the Master of Management program:

CSIRO	KPMG
Deloitte Touche Tohmatsu	L'Oréal
Electrolux	PricewaterhouseCoopers
Ernst & Young	SAP
Phuel	Sydney Talent
Future Directions Network	Sydney University Football Club
Futurestep	The Smith Family
Habitat for Humanity	Thomson Reuters



Nick Wailes, Acting Associate Dean (Executive Education)

events and have made a vital contribution to the selection process. These companies realise the potential of investing in the early development of potential future employees.

Personally one of the highlights of the program has been working very closely with Deloitte who have provided much support to the program. In particular, by providing the students the opportunity to experience the Deloitte Fastrack Innovation Challenge, the team at Deloitte has been instrumental in developing skills centred on innovation, entrepreneurship and resilience. Thank you to Stuart Osborne (Partner, Corporate Tax) and his colleagues for the support they have provided.

I'd also like to take this opportunity to introduce Nigel Finch who stepped into the role of Program Director, Master of Management/CEMS MIM on July 1. Nigel brings with him a wealth of experience in management education and I will enjoy seeing the program develop even further under his direction.

In my new role as Acting Associate Dean (Executive Education) I will remain closely involved in the program and look forward to meeting the fourth cohort of students in August. I hope to see many of our existing corporate partners and look forward to welcoming new companies on board at the bi-annual Master of Management networking event in September.

Best wishes,

Nick Wailes

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