



## EDUCATING the leaders of tomorrow

A new degree in management aims to provide young graduates with a springboard into a brilliant corporate career

TRADITIONALLY, MANAGEMENT DEGREES such as MBAs have been targeted at graduates in their mid-20s who already have three to five years of experience working in a corporate job.

In recent years, however, the face of management education has started to change in response to a demand from employers for younger recruits with the potential to become future leaders. Universities in the United States, Europe and Asia are increasingly offering management degrees aimed at students in their early 20s with no experience of a corporate job.

Now, in line with this global trend, the Faculty of Economics and Business is set to launch Australia's first Master of Management program aimed at young students with no experience in the corporate sector. Commencing in March 2009, the one-year degree is targeted at both students with a background in a business-related discipline, such as Accounting, as well as those from academic fields such as Arts or Science who wish to make a transition to the world of business.

The innovative degree puts the emphasis on providing students with practical management skills, as program director Associate Professor Nick Wailes (PhD Ec '04) explains. "Today's companies desperately want young recruits but they are often unsure whether a university degree translates into working effectively in their organisation," he says. "This degree meets that need by essentially putting students through the wind tunnel. Students learn to provide integrated solutions to business problems so they are fully job ready, and they also spend six weeks working with our partner companies applying their knowledge in a real-world environment."

Another distinctive feature of the Master of Management is that the best students in the program will be given the opportunity to complete a second degree: the CEMS Master of International Management, the flagship degree of the Community of European Management Schools, an alliance of Europe's top 18 business schools. Students undertaking the prestigious CEMS Master of

International Management will study overseas for part of their degree at other leading CEMS institutions such as the London School of Economics or HEC Paris, building up a valuable network of international contacts.

According to Associate Professor Wailes, the Faculty's links with the CEMS network – Sydney University is the only Australian institution to gain Associate Membership – has played an important role shaping the direction of management education at the Faculty. "CEMS and its corporate partners, which include many of the world's top companies such as JP Morgan and Procter & Gamble, were closely consulted on the design of the Faculty's Master of Management," he says. "Our students will be taking advantage of a degree that is modelled on one developed by some of the best companies and business schools in the world."

For more information, please visit [www.econ.usyd.edu.au/mmgt](http://www.econ.usyd.edu.au/mmgt) or email [mmgt@econ.usyd.edu.au](mailto:mmgt@econ.usyd.edu.au) or phone 02 9351 3076.