



Kristina Koenig addresses 1100 ceremony attendees

VALUE PROPOSITION

Master of Management (CEMS) graduand Kristina Koenig was recently given the prestigious responsibility of presenting the new CEMS global values statement on stage at the 2010 international graduation ceremony.

Kristina, who was one of the key students involved in developing the values statement, gave the inaugural address in front of 1100 CEMS students, alumni, academics, corporate partners and other guests at the ceremony in Rotterdam late last year.

The implementation of the student-driven values statement and related graduation oath, in which graduates commit to upholding the values of global citizenship and responsible management in their future working life, was an important step in support of the CEMS community's commitment to a number of new corporate social responsibility initiatives.

Another highlight of the graduation ceremony was the keynote speech by 2006 Nobel Peace Prize winner Muhammad Yunus, a Bangladeshi economist and founder of Grameen Bank, which provides credit to the poor without collateral in rural Bangladesh.

The involvement of such an active supporter of social business represented a further major endorsement of

CEMS' new corporate social responsibility initiatives, which include the recent signing of the Principles for Responsible Management Education and the induction of new social partners CARE International and Fairtrade Labelling Organizations International.

One of Kristina's CEMS teachers, Associate Professor Nick Wailes, attended the event and said he was enormously proud of her achievements.

"It is testament to the quality and international reputation of our relatively new program that Kristina was identified from an outstanding group of students around the world to give the address."

Kristina hopes to put her skills and experience from the Master of Management (CEMS) program to work in development economics, combining her interests in management, languages, cultures, geography and politics.



EQUALITY IN THE WORKPLACE

UN Women Australia executive director Julie McKay (left) spoke at the Master of Management's biannual corporate networking event recently about the importance of equality in the workplace and why it is a smart business decision.

More than 150 Master of Management students, alumni and corporate partners gathered at the University of Sydney's Holme Building for the event, also taking the opportunity to mingle with their peers and industry leaders.

Julie explained how students and business leaders can start making meaningful differences in their own workplaces, and emphasised the importance of understanding that barriers still exist, if not for them personally then for many other women.

Julie, who is currently completing a Global Executive MBA at the Business School, said she had benefited enormously from the teaching and hands-on experience offered as part of her studies, and was keen to give back to other students and to women in general. "It is when we, as the best and brightest from the best institution, start demanding that employers implement these policies before we work for them, that change starts to happen."

MASTER OF MANAGEMENT: BECAUSE YOU'RE WORTH IT!

Master of Management students gave their marketing skills a facelift recently at the one-day Brandstorm Challenge 2011 hosted by world-leading cosmetics company L'Oréal.

Students were given the creative challenge to revolutionise the male experience of hair salons by developing an idea for a new men-only salon and an associated range of products under L'Oréal's Professionnel Homme label.

They were given an overview of the company and its global working structures and product lines, before breaking into small groups to apply their marketing knowledge to the challenge. Student Henrietta Dreyer said, "The practical experience that the Master of Management offers really makes all the theory we learn relevant. The skills seminar meant we were working on a real-life project, which was not only challenging but a great opportunity to

get feedback from other students and bounce ideas off each other."

After presenting their ideas to L'Oréal employees, the students were given feedback about how to approach marketing projects in the most creative, effective and productive way. Two groups were pronounced winners and presented with gifts of champagne. Each participant also received a gift bag of L'Oréal Professionnel products.

Following the official proceedings, the students also had a chance to network with L'Oréal's marketing professionals in an informal setting.

Henrietta said, "The Brandstorm Challenge is worth attending for

everyone. It really helped create an overall understanding of how such a large company is structured, and it isn't often you get a chance to interact with industry professionals in this high-level way."



Students in the L'Oréal Brandstorm Challenge

CORPORATE ENGAGEMENT

An exciting part of the Master of Management program is the industry knowledge gained and the expertise partnerships developed through the business projects that students are required to complete. Michael Locke, academic advisor for the Master of Management business projects and managing partner of marketing consultancy LOCKE, explains why these projects lead to real business results.

In my eyes, the Master of Management program is about brilliant local and international students doing outstanding work on complex issues for high-calibre local and multinational clients. In fact, every business project report submitted to date has been endorsed by the client and implemented either in part or in full by the business.

Far from being what has conventionally been thought of as 'finding something to keep the work-experience students busy', the Business School's Master of Management program is taking its business projects to new levels and helping organisations to achieve real business targets. Two recent projects completed by Master of Management teams are proof of this.

While the clients involved – Australia's innovation powerhouse the CSIRO and the young empowering not-for-profit Fitted for Work – were virtually polar-opposite organisations, each had its own set of complex issues that played a significant role in determining its business objectives and its profitability.

In each case the project teams used their diverse global experience, skill sets and learnings to produce realistic, actionable and solid solutions that will improve productivity and increase turnover as they are integrated into each organisation.

How the projects hit the mark

The first step in the project is identifying the business needs of the client organisation. Be it a research-based proposition, a marketing campaign, improved financial modelling, a workflow improvement,

an innovation or any number of other issues confronting a business, the Master of Management business teams are tailored to suit the organisational structure and requirements involved.

Then, working from the initial client brief, the teams work to tight timelines with clear and stringent client approved milestones in order to achieve the required objectives. Each team is overseen by an academic advisor who is a professional businessperson with many years of senior management experience in a variety of fields. This additional layer of support ensures that the project runs to design, that the team is consistently challenged to think beyond initial solutions and that the client can be as involved (or not) as their time, other resources and desire allow.

What they mean to clients

The success of the Business School's approach was nicely summarised by recent client Beau Leese, Deputy General Manager of Business Development at CSIRO.

"The Steering Committee was really pleased with the project outcomes. The project team consistently tracked in front of many similar projects I have seen undertaken by large consultancy firms, and ultimately produced very robust, clearly defined and actionable recommendations."

If you have a project that you believe is important but don't have the budget for it, or need an independent body to test a business hypothesis, contact Maria Luksich, Corporate Relations Coordinator, on +61 2 9036 7108.

HIGH SOCIETY

The Business Society (BUSOC), which acts as an umbrella for the Business School's various vibrant and active clubs and societies, hosted its annual welcoming event at the Royal Hotel in Darlington on 23 March, and Master of Management students were invited to catch up and share stories of their studies so far.

The successful free event gave more than 40 students and club representatives the chance to meet like-minded others in a relaxed environment, where they were treated to an array of canapés and drinks, followed by a sausage sizzle.

Seven different societies attended to take registrations and promote the opportunities they provide for students, and Associate Dean Philip Seltsikas was on hand to personally greet the attendees and answer any questions.

ONE SMALL STEP FOR YOU, ONE GIANT LEAP FOR YOUR CAREER

Master of Management students recently attended a series of Learning at Lunch workshops as part of the program's One Giant Leap campaign. Designed to give students a competitive edge, the workshops ran over three days and featured high-profile guest speakers.

Students were treated to practical presentations on the topics 'One giant leap into an interview: how to make your resume leap out from the pile', 'One giant leap into a corporate role: tricks and tips for the interview process by Deloitte' and 'One giant leap up the corporate ladder: an in-depth presentation on LinkedIn and advancing your prospects via social media'.

Business productivity and social media expert Helen Crozier gave an in-depth presentation on advancing career prospects via social media, where students learnt the importance of creating a productive LinkedIn profile and were given great advice on how to use related applications.

The lunchtime lecture series provided valuable insights into the corporate world, great networking opportunities and all the support students need to get the most out of the Master of Management program.



The Sydney Improteers

CREATING DRAMA

A group of Master of Management and CEMS Club students decided to create their own drama recently, launching improvisational theatre group the Sydney Improteers. Students gathered at the Merewether Building for the group's debut session, taking part in unrehearsed theatre and making up scenes on the go.

The group's weekly sessions will provide an opportunity for those who enjoy giving unprepared presentations and stump speeches – and those looking for an outlet for their creative intelligence – to get together with a group of like-minded students to play drama games and participate in short scenes.

Student Markus Wideroe, who joined in on the fun said, "It's a great way to meet other students with a similar interest as me. I think it's refreshing to be doing something involving drama through the Master of Management program. Why should we let Arts students have all the fun? It's challenging for some to open up at first – most of us have little or no acting experience – but once we give ourselves a little push, it's amazing how the scenes come together."

Right: Ben with CEMS colleagues in front of Niagara Falls in Canada

Far right: Ben with his University of Sydney common project student team



AROUND THE WORLD IN 18 MONTHS

Master of Management (CEMS) student Ben Simsa is currently undertaking a student exchange semester at Richard Ivey School of Business in Canada, having already completed an internship at corporate partner Deloitte Touche Tohmatsu. Next semester he will undertake a second student exchange semester at the University of St Gallen in Switzerland. Here he shares his experiences so far.

The journey begins

It has only been eight months since I received my offer to study at the University of Sydney, yet it seems like ages ago. A lot has happened since I sent in my application. The application process included two telephone conference-call interviews with Management Education staff and corporate partners. It required a fair amount of preparation and strong nerves when waiting for the results of each stage. In the end all the effort paid off, and I started as a Master of Management CEMS MIM student in August 2010 – which also meant the start of my educational trip around the world.

Studying in Sydney

My first semester, spent in Sydney, was short yet intense. The comprehensive academic workload, together with the variety of practical and corporate aspects of the program (such as the CEMS Block Seminar Deloitte FASTRACK Innovation Challenge and the various skills seminars), made the experience rich and enjoyable.

In addition, the common project required students to develop entrepreneurial skills while working in teams to come up with business plans and pitch them to a panel of judges at the end of the semester.

Apart from this educational perspective, my time in Sydney was also more than enriching on a personal level. The bonds established with other Master of Management and

CEMS colleagues were pivotal to the experience, and will hopefully last for many years to come.

Internship at Deloitte

At the end of my first semester I had the chance to make the best of my summer break and join Deloitte's Tax Service Line as a summer vacationer. This allowed me to gain important professional experience while extending my networks to a corporate level.

Exchange to Canada

At the end of summer break I skipped spring and started my international journey. Next stop: Canada! I have only been here for a short time, but long enough to know that winter in Canada really means winter, all inclusive – minus 20°C, snow, wind, etcetera.

However, CEMS life continues, and student activities render even a rather unspectacular town like London, Ontario, the place to be. While the semester has been busy from the start, there is always time for some student social events and the chance to explore the country around me.

Looking forward

Since the start of my degree, time has not stopped flying. I look forward to my next journey to Switzerland, and to the completion of my study trip around the world. Most certainly the end of my degree will come sooner than expected, but until then I will make sure to enjoy every last bit of it. In the end I know that I will have friends and colleagues wherever I go.



MESSAGE FROM THE PROGRAM DIRECTOR

The Master of Management cohort commencing in 2011 was the largest group yet to join the program, with 40 students selected from more than 130 applicants. This clearly highlights the strong demand and relevance of the program for candidates wishing to fast-track a management career in industry.

Throughout the year I have heard many stories from students and alumni of the program regarding great work opportunities they have secured, especially with some of the program's corporate partners. To all of our Master of Management graduating students entering the workforce, we wish you the very best of luck as you now start an exciting new career.

In 2011 the Faculty of Economics and Business became the University of Sydney Business School. This strategic initiative was designed to ensure that the University remains a leader in, and more focused than ever on, business education. The Master of Management will be one of the flagship programs housed in the new Business School.

On the eve of this major reorganisation at the University of Sydney, an international delegation from CEMS arrived to conduct a peer review of our Master of Management CEMS MIM program. The CEMS team was impressed with the program structure and, in particular, with the considerable involvement of many of our corporate partners in various aspects of the program.

Based on feedback from the CEMS team as well as from our corporate partners, we will be progressively introducing new subjects into the Master of Management program in order to incorporate best practice and further align it to the needs of employers. I look forward to working on these new innovations and continuing to build upon the impressive list of corporate partners who are integral to the program.

I would also like to take this opportunity to thank Associate Professor Nick Wales, the founding program director of the Master of Management, for his work throughout the year, and wish him all the best as he takes a sabbatical at the beginning of 2011. Nick has been instrumental in building the program from the ground up, and in positioning it as the leading pre-experience master's program in Australia.

Best wishes,

NIGEL FINCH
PROGRAM DIRECTOR
MASTER OF MANAGEMENT

Thank you to the following organisations for their continuing support of the Master of Management program.

Brain and Mind Research Institute
CARE Australia
CPA Australia
CSIRO
Deloitte Touche Tohmatsu
Diversity Consulting
Electrolux
Ernst & Young
Fitted for Work
KPMG
L'Oréal
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