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Graduate School of  
Business

Business Portfolio

Building 108, Level 11  
239 Bourke Street  
Melbourne VIC 3000  
Australia

GPO Box 2476V  
Melbourne VIC 3001  
Australia

Tel. +61 3 9925 5581  
Fax +61 3 9925 5580  
• [www.rmit.edu.au](http://www.rmit.edu.au)

28 July 2006

Dr Anna Dacre  
Committee Secretary  
Standing Committee on Employment, Workplace Relations  
and Workforce Participation  
PO Box 6021  
Parliament House  
Canberra  
ACT 2600

Submission No. 32

Dear Dr. Dacre

I refer to your request for information about our management and business curriculum in the context of fostering the skills necessary to develop export and small business expertise.

The Graduate School of Business (GSB) at RMIT University provides postgraduate business education in both Australia and overseas. The *Master of Business Administration (MBA)* and the *Master of Business Administration (Executive)* programs are the core program offerings with some 500 enrolled students. The School also offers a range of research programs including *Doctor of Business Administration (DBA)* and *Doctor of Philosophy (PhD)*.

The MBA (Executive) program is also offered with corporate clients in Australia and overseas. These include long-standing partnerships with Ford Australia - delivered on-site at Ford's Broadmeadow plant in Victoria and Mandarin Oriental Hotel Group - delivered variously in Melbourne, Macau and Washington DC. These programs are designed in collaboration with clients to strategically fit their capability development strategies.

A review of the MBA and MBA (Executive) programs in 2005 and 2006 resulted in a re-focusing on business strategy in the global context. Also, feedback from our MBA Industry Advisory Group led to our strengthening the small business and entrepreneurial skills focus.

Consequently, two "strategy" courses were included in the compulsory core of both the MBA and MBA (Executive) programs - *BUSM 3255 Creating Strategy* and *BUSM 3261 Implementing Strategy*. Both courses provide opportunities for students to engage in policy development and strategy implementation in the context of export market development in international business. While this is not exclusively focused on small to medium sized enterprises, regular opportunities arise for students to engage with this industry sector.

In the context of the theme of your inquiry, one particular initiative of the GSB is our Adjunct Faculty strategy, which brings experienced business practitioners into direct contact with our students in the core MBA courses. This is especially the case in the two strategy courses. These provide opportunities for students to engage in a dialogue with industry professionals and develop assessment exercises around "real world" business strategy issues.

One of our Adjunct Professors, Mr Ivan Deveson AO, is a regular participant in these courses. Professor Deveson is currently President of the Committee for the Economic Development of Australia (CEDA) and was previously CEO of Nissan Australia and Chairman of the recently concluded Automotive Industry Strategic Action Group (AISAG) – a Victorian Government sponsored task force on automotive manufacturing. The role performed by Professor Deveson and other GSB Adjunct Professors with senior management experience, provides students with unique access to current business views on developments within small, medium and large enterprises in Australia – including opportunities to consider the development of export markets for small businesses.

The MBA program structures also provide opportunities for students to undertake “majors” - four specialised elective courses (subjects) in a specific area of study. While there are approximately a dozen of these majors, the areas below are particularly relevant to your inquiry:

***Innovation, Entrepreneurship and New Business Creation***

BUSM 1546 Entrepreneurship and New Venture Creation  
BUSM 1551 Management of Innovation  
BUSM 1550 Knowledge Management  
BUSM 0000 Business Plan Competition

***International Management***

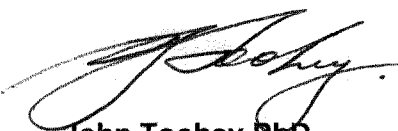
BUSM 2345 Managing International Human Resources  
BUSM 2347 Financing International Business  
BUSM 2355 International Trade  
BUSM 2353 Legal Issues in International Business.

***Manufacturing Management***

MANU 2071 Manufacturing Strategy and Planning  
MANU 2078 Computer Integrated Manufacturing  
MANU 2069 Design for Manufacture  
MANU 2081 Manufacturing Information and Distributed Systems

Thank you for the opportunity to contribute to your inquiry. I would be pleased to provide further information should you wish.

Yours sincerely



**John Toohey PhD**  
Professor of Organisational Behaviour and  
Head, Graduate School of Business