

# Senior Executive MBA

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MELBOURNE  
BUSINESS  
SCHOOL

GLOBAL. BUSINESS. LEADERS.

# Melbourne Business School, The University of Melbourne

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The University of Melbourne is one of the world's truly outstanding universities.

With a history dating back to 1853, it is a highly regarded institution of learning that makes significant distinctive contributions to global society.

This is a place where distinguished scholars lead talented students to open their minds, share wisdom and face the great unknowns. It is a place where each new generation can define a future that it values.

The University has a rich tradition of success in countless fields of endeavour. It is universally respected for its research,

teaching and knowledge transfer. Its strong links with a huge array of leading local and international institutions are testament to its status in the world.

As the graduate school of business and economics of The University of Melbourne, Melbourne Business School (MBS) is jointly established, owned and led by corporate Australia and the University – with ongoing involvement and support from the business community across all its programs.

We take pride in our legacy of providing the world's finest management and leadership development programs since 1956, including Australia's first MBA since 1963.



## Professor Ian Harper

DEAN, MELBOURNE BUSINESS SCHOOL  
DEAN, FACULTY OF BUSINESS AND ECONOMICS  
THE UNIVERSITY OF MELBOURNE

**“Creativity is driven by face-to-face communication, particularly by diverse groups of people. If people with different ideas start getting involved in a complex problem, they will spark off each other.”**



# Executive Level Study

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Melbourne Business School's Senior Executive MBA program is the only one of its kind in Australia, designed specifically for CEOs, general managers, directors, founders, heads of department and other senior practitioners or executives who have the drive and ambition to change the world.

You will study alongside international business leaders and travel to Asia, Europe and North America to see some of the world's top companies in action, while gaining an MBA degree from Australia's best business school in the process.

The program is a high-impact experience delivered over 18 months in 10 immersive nine-day modules, which include accommodation. Many of our Senior Executive MBA students fly in from interstate or overseas to participate and form a professional and personal bond with each other that lasts a lifetime.

Our academic faculty are among the best in the world, and maintain an active involvement in industry as consultants and executive education experts. They combine academic rigour with real-world insights on the issues that keep CEOs awake at night and continue to change the business landscape.

The Senior Executive MBA program covers more than just the standard disciplinary lenses of a traditional MBA, and is tailored to those who are already actively involved in running a business. You will learn how to take standard analytical tools used in the areas of finance, accounting, marketing or economics and apply them in a volatile, uncertain, complex and ambiguous world.

If you are interested in taking part in the program, one of our senior program directors will meet with you one-on-one to understand your needs and assist you with the application process. To make an appointment, please call our Admissions office on **+61 3 9349 8200** or email **study@mbs.edu**.

## Academic Life

- Intensive, rigorous study focused on high-level outcomes
- Fully residential – away from the day-to-day distractions of work and home
- Accelerated learning enhanced by experienced executives from diverse professions and sectors
- MBS philosophy of educational excellence with a focus on integration of theory and practice

## Professional Life

- Short duration – 18 months' elapsed time
- Minimal work disruption allows participants to maintain their responsibilities
- Regular modules enable work projects to be scheduled effectively
- Immediate impact – learning is applied throughout the entire program

## Personal Life

- No need to relocate to Melbourne
- Most weekends free for personal and family commitments
- Support of smart, experienced, dedicated classmates
- Opportunity to build excellent peer network

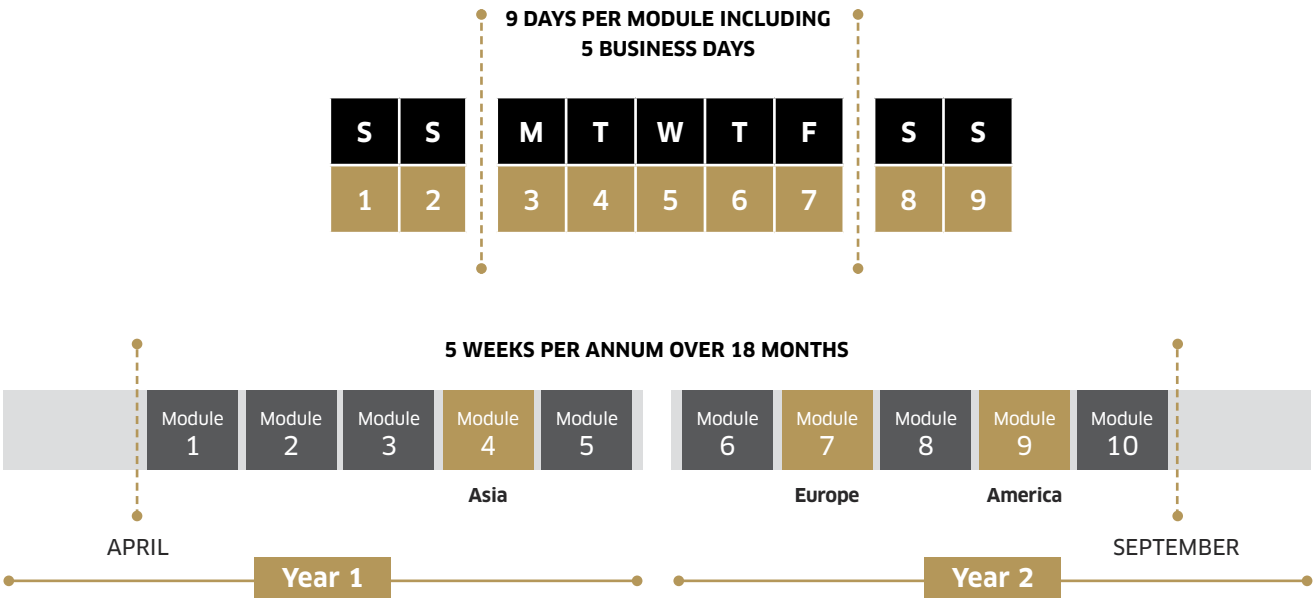
### Michelle Winzer

CHIEF EXECUTIVE  
BANK OF MELBOURNE  
CLASS OF 2017

**“The beauty of the Senior Executive MBA is that it offers a broad range of business topics and as you progress your career, it's vital that you're across all aspects of business.”**



# Program Structure

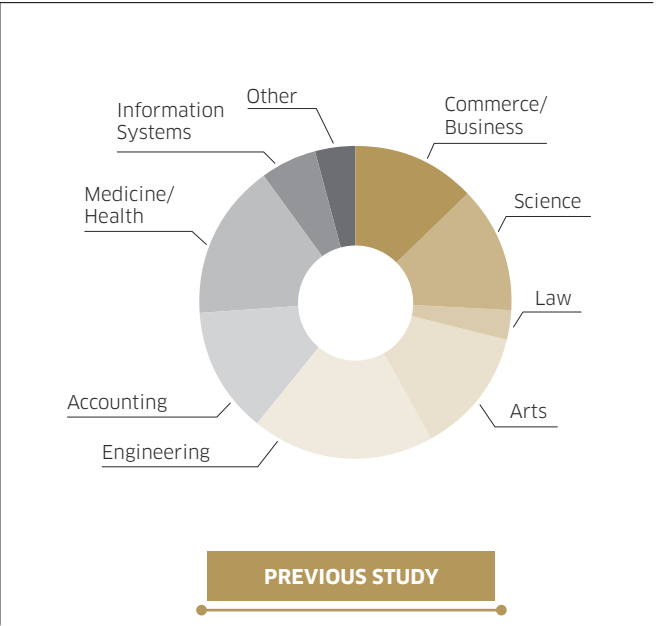
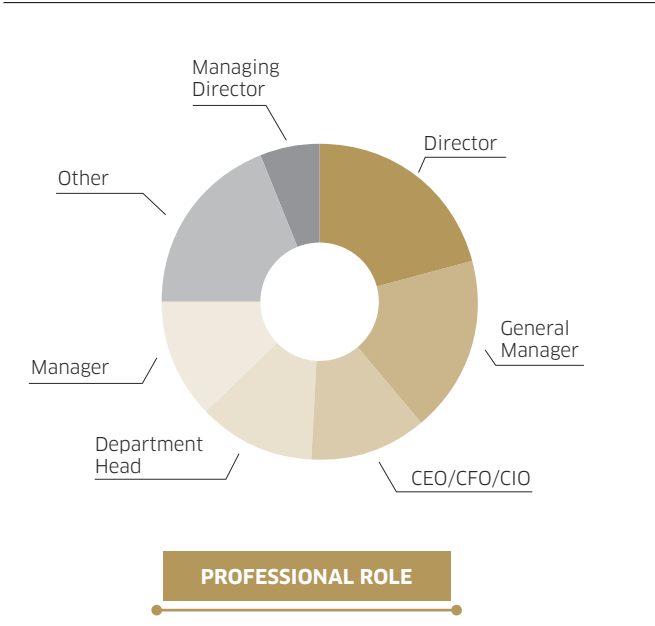
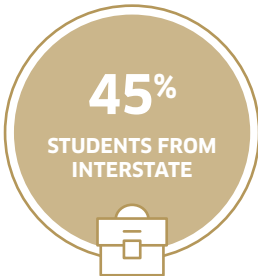
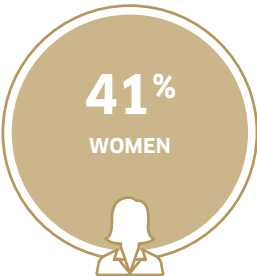


10 MODULES ON 4 CONTINENTS

Year 1	April		June		August		October		December	
	Module 1		Module 2		Module 3		Module 4		Module 5	
							Industry Studies in Asia			
Year 2	January		March		May		July		September	
	Module 6		Module 7		Module 8		Module 9		Module 10	
			Industry Studies in Europe				Industry Studies in America			
Year 1	Topic Areas*		Leadership and Change Finance I Marketing		Organisational Behaviour Accounting I Data Analysis		Operations Ethical Leadership Economics of Strategy		Strategy Consulting Project in Asia	
Year 2	Topic Areas*		Finance II Market Access Strategy Managing Human Capital		Residential at WHU, Koblenz Innovation Studies European Business Models		Negotiations Brand Management Implementation of Strategy		Residential at University of California, Berkeley Leadership and Technology Studies Silicon Valley Company Visits	

\*Topic areas subject to change

# Typical Class Profile



**Jackie Robb**  
PRESIDENT - GREATER CHINA  
STAPLES  
CLASS OF 2018

**“Shaping an agile and innovative culture with the right organisation structure and leadership has been key to our success in China’s dynamic and highly competitive market.”**



## Ashley Gardner

CFO

DAVID JONES AND COUNTRY ROAD GROUP

CLASS OF 2018

**“The SEMBA is a perfect fit for both my career and development objectives. The modular approach allows me to focus intensely during the residential weeks and maximise my learning, whilst enabling me to minimise the impact on my day to day responsibilities between modules.”**



## Global Experience

The Senior Executive MBA program includes three overseas modules, in Asia, Europe and America. Despite all the talk about globalisation, the reality remains that business is done very differently in different parts of the world. It's contingent on location, culture and institutional evolution.

The first module, in Southeast Asia, is a consulting project, delivered to the CEO and senior management of a major business. It also includes site visits and lectures on the region's business and policy realities.

The second module is delivered by our partner school at WHU in Koblenz, Germany, and focuses on innovation. Alongside lectures and discussions, it immerses you in the region through a series of site visits.

The final module is delivered by our colleagues at UC Berkeley. It focuses on innovation and strategy and is very different to the Koblenz experience. There, the focus is on precision, automation and long-term planning. In Silicon Valley, it's all about big risk takers and the 'fail fast' mantra, highlighting why CEOs need to understand the many different approaches to creating businesses for the future.



# Applications

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Approximately 40 people will be selected for each annual intake. Successful applicants should possess:

- An undergraduate degree
- A minimum of 10 years' full-time executive experience
- A demonstrable record of executive achievement

Careful consideration is given to all the information provided in the application form. The Senior Executive MBA Selection Committee will base its judgement on a wide range of criteria including managerial progress, leadership potential, academic aptitude, interpersonal skills, maturity, motivation and the ability to work in groups and contribute to syndicate activities.

Admission to the Senior Executive MBA program is highly competitive. Meeting minimum entry criteria does not guarantee an offer to the program.

Applications are assessed in a series of rounds during the year; early applications to the program are encouraged.

## Fee and Financial Assistance

For full information of fees and scholarships please refer to [mbs.edu/SEMBA](http://mbs.edu/SEMBA).

# Scholarships

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A small number of partial scholarships are available for the Senior Executive MBA program, particularly for applicants from under-represented groups who can demonstrate the value they would bring to the class. As a guide, these scholarships generally range from AU\$10,000 to AU\$15,000. Applicants who wish to be considered for a scholarship simply need to enter this information when completing their online Senior

Executive MBA application. The Senior Executive MBA Selection Committee will review all requests and scholarships will be granted based on merit.

The Dean's Women and Management Scholarship award requires a separate application; details are available online.

## Rachel Watson

GENERAL MANAGER GROUP SERVICES  
PACIFIC HYDRO PTY LTD.  
CLASS OF 2016

**“Working in cross-functional and cross-cultural teams requires flexibility and an open mindset. The challenges of this program help develop and enhance those capabilities.”**



## CAMPUS LOCATIONS:

### HEAD OFFICE

#### CARLTON

200 Leicester Street  
Carlton VIC 3053  
Australia  
T: +61 3 9349 8400

### SYDNEY

Level 21, 56 Pitt Street  
Sydney NSW 2000  
Australia

### KUALA LUMPUR

Unit A-22-8 Menara UOA  
Bangsar Jalan Bangsar Utama  
Bangsar Kuala Lumpur 59000  
Malaysia

ABN 80 007 268 233 CRICOS 00116K

## CONNECT WITH US



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## JOIN US

If you would like to discuss any aspect of the program,  
please contact the Admissions office:

**T: +61 3 9349 8200 | E: [study@mbs.edu](mailto:study@mbs.edu)**

**[mbs.edu](http://mbs.edu)/SEMBA**