

Drake International Founder at SEE

The Swinburne Entrepreneurs Exchange (SEE) was delighted to welcome Mr Bill Pollock, Founder and Chairman of Drake International, the global human resources and recruitment company on Friday 11 April. Mr Pollock met with over sixty people who attended the Exchange, including AGSE students and staff. Two Drake Melbourne staff, Danielle Marten and Matthew Kaufman pictured right, are current students of the AGSE. The Exchange, generously sponsored by Cran Cameron Partners, is now five months old and generating high levels of interest. Join us at the next two events scheduled for June 20 and July 18 2003 at the Wine Bar at Federation Square. Further information contact: Geoff Dillon, Development Partner, AGSE on 9214 5872 or email gdillon@swin.edu.au



Mr Pollock is pictured with (left to right) Grazynka Ziemkiewicz, Australian Industry InnovationXchange, Geoff Dillon, Development Partner AGSE and founder of the Exchange, Danielle Marten, Sales Manager Drake, Melbourne, Mr Pollock, Matthew Kaufman, Drake, Melbourne and Fiona Argyle, from the Drake headquarters office, Monaco.

The Personal Side of Knowledge Management



“Organisational knowledge is a valuable strategic asset. What a firm knows, how it uses what it knows and how fast it learns something new is a strong competitive advantage”, said recent Swinburne DBA graduate Dr Kevin McKenzie (pictured left).

While knowledge management is often viewed as synonymous with IT, new research shows that many people prefer to exchange knowledge socially – a method that can also add to a company’s bottom line. His experience as

a management consultant was the initial motivation for a thesis that explored the interpersonal side of knowledge management.

“People often only think of explicit forms of knowledge management such as an IT system, including documents, templates and procedures. But in my experience, people preferred transferring knowledge either face to face or over the telephone”, Kevin says. This interpersonal method also allows consultants to learn an organisation’s social etiquette and feel more included.

Dr Kevin McKenzie will present his research at the Third Annual Hawaii International Conference on Business in late June. To contact Dr Kevin McKenzie: ph: 0419 379 135 or email: kmckenzie@netspace.com.au

MEI Students Help BenTech Win Award

BenTech received first place in the Victorian Family Business Award competition in 2003 thanks to the help of three MEI students Karda Cavanagh, Alex Palmer and Marcus Mandie, one of the project teams undertaking the first year subject The Entrepreneurial Organisation. Work requirements for this subject involved teams to locate and interview a family business based on a number of criteria and to draw conclusions about the issues of running a family business.

The findings and recommendations outlined in the project team’s final report assisted BenTech, a metal manufacturing company, to win the competition in the first generation family business category. “We felt extremely grateful for the opportunity to have assisted the business, and the open-mindedness and respect of the owners for having listened to our feedback “ said a member of the group.

MBA Project Prize

Best Project 2003 will receive:

1st Prize \$3,000

2nd Prize \$1,500

3rd Prize \$500

Proudly sponsored by
Cran Cameron Partners

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Congratulations Winners at Prize Night 2003



Congratulations to all recipients receiving prizes at the inaugural AGSE Prize night ceremony held in May this year.

Students received prizes in various categories including Individual Subject

awards across all coursework programs. The MBA Scholarship winners were Russian student Natalia Chaykun for semester 1 2002;

Christopher McGlenn for semester 2 2002 and Adam Hodgson for semester 3 2002.

The Best Master Student winners received cash prizes from industry sponsors. The winners were Kimberley Boscariol for MBA, sponsored by Cran Cameron Partners; Timothy Budge for MEI, sponsored by CMR Consulting P/L; Douglas Witschi for MBA(Corporate), sponsored by Battenfeld Australia P/L; and Joanne Roberts for Master of Business (Organisation Dynamics), sponsored by Directra P/L.

Pictured from left to right: Toni Stancati, Hermina Burnett, John Batros, Dr Geoffrey Drummond, Mr Burnett and Douglas Witschi.

Can You Run a Business in Cyberspace?

Can You ■■■



Professor Kenneth Preiss (pictured) has introduced a challenging strategy simulation game, which he has used extensively at Northeastern University in the US, to give his students the opportunity to hone their strategy skills running a business in cyberspace. Ten MBA teams in the third stage Entrepreneurial Strategy class competed against 2,150 student teams worldwide in the Capstone Business Simulation Game.

The on-line game is designed to develop the skills of future managers in the profitable utilisation of capital. Teams of four students are given a company capitalised to \$90 million. Each team starts at exactly the same position in terms of available

capital, market share, manufacturing capacity and marketing resources. The challenge is to develop and implement a series of strategies to efficiently utilise capital, grow the company capital base, and maximise profits.

“The Capstone state-of-the-art business simulation game is one of the most highly innovative and demanding business strategy games on the Internet,” notes Professor Preiss. “It’s user-friendly, but requires complex and extremely thoughtful business strategies on the part of the students. AGSE teams came fourth and seventh in the worldwide competition. “This is a significant achievement, and students should be extraordinarily proud of their performance against formidable and often much more experienced opponents.”

Inaugural CEI Conference 2003

AGSE is proud to announce that the following corporate innovators will be presenting keynote addresses at the first annual Corporate Entrepreneurship and Innovation (CEI) Conference to be held on the 27-29 August 2003 at Hilton on the Park, Melbourne.

- **Jacques Nasser**, AO, former CEO Ford, USA, “Leadership and Innovation in a Global Corporate Setting”
- **Professor John Altman**, Babson College, Boston, USA, “The Role of Government Policy and Practice in Facilitating Corporate Entrepreneurship”
- **Dr Courtney Price**, CEO VentureQuest, USA, “Building an Innovation Engine: Overcoming Challenges and Learning from Best Practices”
- **Professor Thierry Volery**, Professor of Entrepreneurship, University of St Gallen, Switzerland, “Radical Innovation in Corporates”

In addition, eight case study workshops will run over the two-day conference. Success stories include the companies Holden, Medibank Private, Orica, Monyx, Hawker De Havilland, Powercor, Carter Holt Harvey and Celentis. For more information on conference registration and event details visit the website www.ceiconference.com

AGSE-Babson Regional Forum 2004

AGSE would like to announce the first AGSE-Babson Regional Entrepreneurship and Innovation Teaching and Research Exchange Forum 2004. The Research Exchange Forum will be held 24 and 25 February 2004 and the Teaching Exchange Forum will be held on the 26 and 27 February 2004 at the AGSE.

For more information contact Cheryl Bigault, Research Project Manager, on ph: 9214 8479 or email: cbigault@swin.edu.au