

New MIS/MBA Double Degree

The Master of Information Systems/Master of Business Administration double degree launched this year, is a new program designed in collaboration by the School of Information Technology and AGSE. Offered to both local and international students, the program provides professionals advanced skills and knowledge across the areas of both business and information systems.

The program will also be offered in China this year, under a new collaborative agreement with Tsinghua University, China's number one ranked tertiary institution. Swinburne is the first Australian university to enter into such an agreement with Tsinghua. The two institutions will jointly offer postgraduate degrees to Chinese students, and will also include the Master of Information Technology and Master of Information Systems coursework programs. Chinese students will study the first year of their coursework degrees at Tsinghua University this year, and then travel to Australia next year to undertake their second year of full-time study at Swinburne in these programs.

For more information regarding the MIS/MBA program, please visit the School of IT website www.it.swin.edu.au. For information regarding the Swinburne MBA or AGSE business programs, please visit the AGSE website www.swin.edu.au/agse. *Pictured above: Dale Murphy, Deputy Vice Chancellor, Swinburne HED Division, left and Professor Hu, Vice President (International), Tsinghua University, China, right.*



Hawker De Havilland Signs Agreement with AGSE



On November 27 2003, Hawker de Havilland, a wholly-owned subsidiary of the Boeing Company, launched an innovative million-dollar academic program with AGSE, setting new global industry standards in people development. The three-year program, known as 'Higher

Learning', is the first of its kind in Australia and will provide employees with innovative learning solutions.

"Higher Learning will become a cornerstone of our strategic approach to learning and development. Hawker de Havilland operates in a very competitive global industry - and it's our ability to keep our people at least one step ahead of the rest of the world, that allows us to contend with European, US and Asian aerospace manufacturers," said David Carbon, General Manager

Human Resources at Hawker de Havilland.

The program will provide a strong focus on developing leadership and a culture of innovation that leads to measurable business improvements. Higher Learning offers industry the flexibility to select specific learning modules to suit their needs, and is tailored with a mix of classroom participation and work-based projects. The program will be internationally recognised as a fully accredited MBA program, and will begin in March 2004 and continue over three years.

Hawker de Havilland plays a key role in Boeing's ongoing strategy to become a truly global company. Founded in Australia in 1927, Hawker de Havilland employs some 1400 people in Melbourne and Sydney, manufacturing high-tech components for all leading aerospace manufacturers.

Pictured left: Alistair Crozier, Deputy Vice Chancellor, Swinburne TAFE Division, left, David Carbon, General Manager Human Resources, Hawker De Havilland, right.

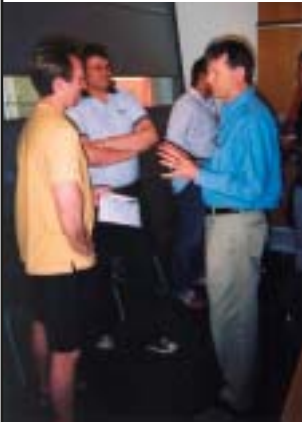
Swinburne MBA Wins 5 Stars Again

AGSE is proud to announce that for the second year running the Swinburne MBA was awarded five stars, the highest ranking possible, by the Graduate Management Association of Australia (GMAA). This award recognises the importance of teaching entrepreneurship in an MBA. Only four MBA programs in Victoria were recognised with a five star award. The GMAA is the nationally recognised and leading professional association for management graduates in Australia.

New Doctoral Scholarships

Information available in
March 2004 at
www.swin.edu.au/agse/research/scholarships.htm

Master of Entrepreneurship & Innovation (MEI) Day



On Saturday 27 November AGSE staged the first MEI Day, a networking opportunity designed to building a sense of community amongst MEI alumni and students. Over thirty MEI students attended the event, and enjoyed a series of lectures that focused on the keys to entrepreneurial success. Speakers included:

■ **Robert Jongebreur**, Managing Director, Australian Business Advisers, spoke on the importance of business strategy, particularly management of the lag between cash flow and revenue facing entrepreneurs.

■ **Richard Day**, Consultant, Nextec Strategic Capital, spoke about obtaining venture capital and planning successful exit strategies.

■ **Sharyn Grant**, Managing Director, Time Saver Enterprises, addressed the topic of networking, encouraging entrepreneurs to take

a service philosophy towards clients.

■ **Renee Hancock**, Group Account Director, Porter Novelli Melbourne, highlighted the need to emphasise a small number of key messages when planning a PR or paid advertising campaign.

■ **Kerryn Ross**, Director, Mojo's Weird Pizza, covered the personal transition from corporate life to start up and identified the need to replace corporate resources and support with new networks and alliances.

■ **Julie Birtles**, CEO, Beyond Services, addressed the issues of recruiting and delegating. Entrepreneurs who have difficulty in delegating can often lead to loss of productivity.

The next MEI Day is scheduled for early November 2004. Topics proposed include: licensing, patent applications, negotiation skills, using and choosing suppliers, managing life balance, and steps leading to listing an IPO. For further information, please contact MEI convenor and event coordinator, Dr Michael Valos on email mvalos@ozemail.com.au or phone 0408 598 824. *Pictured: Prof Tom McKaskill, MEI Program Director, right, with students.*

Congratulations

MEI Students Win Venture Cup Prize



Swinburne University has a strong commitment to entrepreneurial development, and each year runs the Swinburne Venture Cup competition, awarding three prizes of \$10,000 each (The Chancellor's Prizes) to the best

business plans from the TAFE, Undergraduate and Postgraduate teams.

Over 100 people attended the Presentation on December 12 2003. Mr Matt Viney, Parliamentary Secretary for Innovation & Industry, delivered the keynote speech and

presented the prizes.

The best Postgraduate Business Plan prize was awarded to AGSE Master of Entrepreneurship & Innovation (MEI) students Kerrie Burzacott, Norman Jenkins, Peter Garlick, Steven Neave and Darren Johannensen for the business plan titled "Fix-It", which is about providing warranty services and repairs to the Australian Consumer Electronic Industry. Fix-It is based on consumer and manufacturers growing dissatisfaction with the state of the repair business standards.

For registration or more information about the Swinburne Venture Cup 2004, visit the website <http://www.swin.edu.au/corporate/knowledge/venturecup/welcome.htm>. *Pictured from L to R: Kerrie Burzacott, Norman Jenkins, Darren Johannensen and Matt Viney.*

Pilot Program for Young Entrepreneurs



AGSE were proud co-sponsors with SME Innovations in a pioneering initiative aimed at fostering greater awareness and skills in entrepreneurship and innovation among talented young inventors at the Questacon Invention Convention held in Canberra (29 Sept – 3 Oct 2003). A team of young scientists from the Questacon National Science and Technology Centre collaborated with the AGSE team of

Allan O'Connor (SME Innovations & AGSE- pictured left) and Jose Ramos (Australian Foresight Institute) to develop an intensive weeklong program.

Fifteen young future inventors and scientists from all over Australia participated in the event. Aged from 13 to 17 years, they were selected for their inquisitive or innovative ideas. Participants were introduced to many concepts of business, entrepreneurship and innovation. By the end of the week they produced some forward thinking projects in terms of viability, planning and actions. For more information please contact Allan O'Connor on email mail@smeinnovations.com

Watch this space ...

Upcoming February 2004 events:

- Westpac GEM Australia Launch, 23 February
- AGSE-Babson Entrepreneurship Research Exchange, 24-25 February
- AGSE Entrepreneurship Teaching Exchange, 25-27 February

For more information:

www.swin.edu.au/agse/research/index.htm