

# MAKE AN EXECUTIVE DECISION.

**Accelerate your career with the UBSS  
MBA, with executive delivery mode.**

**2023**



**UNIVERSAL  
BUSINESS SCHOOL  
SYDNEY®**

Independent MBA Business School

CRICOS Provider Code: 02571D

TEQSA: PRV12021



# Welcome to the UBSS MBA

Universal Business School Sydney (UBSS) has built its reputation on providing students with the knowledge and credentials to take their career to the next level. Over the last decade we have provided thousands of students with the confidence and skills to achieve their goals.

Now, for the first time, we are offering students with access to our highly-regarded MBA program under an executive delivery mode. The program provides you with access to the latest management theory and real world insights across a diverse range of subjects in a format that suits your busy lifestyle.

Under the executive delivery mode you will be able to develop foundational learning utilising our fully-supported online learning portal before attending an intensive, three-day workshop held at the Rydges World Square Hotel in the Sydney CBD, the Victoria Hotel in the Melbourne CBD, our Adelaide Campus and similar venues in Brisbane. These face-to-face learning spaces have been designed to allow you to develop deep and meaningful relationships with your fellow students, lecturers and guest entrepreneurs and grow your professional network.

The UBSS MBA program has multiple international accreditations, including Certified Practising Accountant, Chartered Accountants of Australia and New Zealand, Institute of Public Accountants and Institute of Managers and Leaders. We are also very proud of our performance in the Australian Government's annual Quality Indicators for Learning and Teaching (QILT) surveys in 2018 to 2021. The most recent survey reaffirms our proven strengths in teaching, learner engagement and skills development. UBSS outperformed leading public and independent Australian universities to claim top spots in three key categories in the survey:

- ✦ #1 Quality of Educational Experience vs Go8 Universities
- ✦ #1 Teaching Quality vs Go8 Universities
- ✦ #1 Learner Engagement vs Go8 Universities

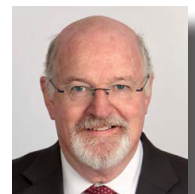
We look forward to welcoming you and supporting your executive career and entrepreneurial success.



**Alan Manly** OAM  
Founder, CEO, Entrepreneur &  
Author *"The Unlikely Entrepreneur"*

## Professor Greg Whateley

Deputy Vice-Chancellor  
Vice President (Academic)





# Why do your MBA at UBSS?

## Mentored Support

Our eConcierge and eCarers assist you throughout your study journey. We offer support during study and after graduation with an eMentor program to assist you in achieving your future career and business goals.

## Management Skills

Knowledge imparted in our Executive Program extends out in developing managerial skills. These skills provide the essentials for dealing with real-time situations pertaining to management and problem resolution.

## Developing Business Expertise

Our Executive Program provides an additional advantage of developing practical business knowledge – ideal for students who are not from a direct business background.

## Starting Your Own Business

The ideal Executive Program helps you in becoming more business savvy. The skill set taught in the Executive Program provides you with the hands-on training for dealing with real work business problems. Eventually you could branch out as an independent entrepreneur.



## Competitive Advantage

Our Executive Program prepares students as qualified leaders. The specialized skills and leadership qualities taught in the Executive Program provide you with a competitive advantage over others.

## Career Advancement

The Executive program helps you to climb the corporate ladder. High performing graduates are more likely to reach the top management levels of management.

## Job Security

The Executive Program helps assure sustainability of your job in the organization. The flexibility of delivery also ensures continuity in your present position without major disruption.

## Career Change

The Executive Program provides the opportunity to reflect on your current career focus and either push forward or diversify.

## Fits Your Lifestyle

The UBSS Executive Programs are designed to fit in your busy work / life / study schedule. With 6 study periods every year, flexible intake allows students to enroll throughout the year. Subjects are offered one at a time. Students know the 3 day face to face workshop in advance, so can block this out of their busy schedule.

## Business Connections & Networking

Social and professional networking during your Executive Education Program helps establish business contacts and referrals. In the long run, you can avail these contacts in improving your position in the market.

## Executive Delivery

Subjects are available in blended delivery mode consisting of a pre-reading commitment (allow 4 weeks) – 3 day Friday to Sunday, face to face workshop. During the span of the subject an eConcierge and the subject lecturer will be available to assist you.

## Annual UBSS Graduation

Held at the world famous Sydney Opera House.



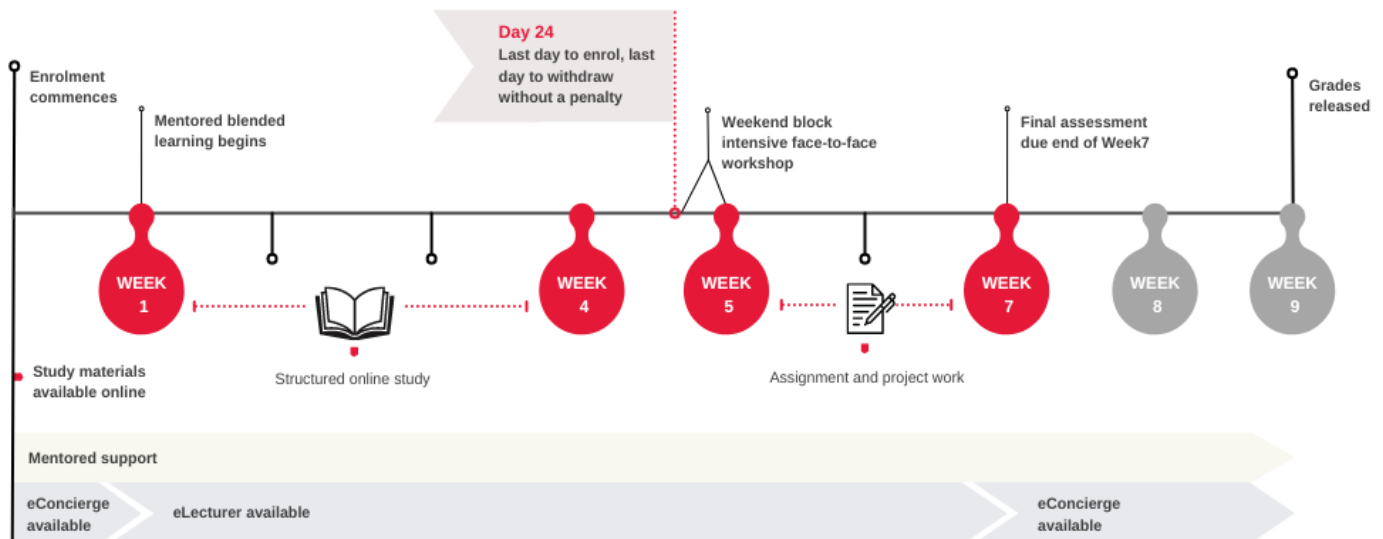


## Course Description

The UBSS MBA program is delivered in blended learning block mode to meet the needs and lifestyle of those looking to gain qualifications, upskill or formalise work experience in order to take the next career step. Learn how to analyse a range of contemporary workplace management practices, including reviewing and analysing data to develop business cases; hands-on business management training; strategic business development expertise; deal with real-time management issues and conflict resolution; and connect with business leaders, experts and entrepreneurs in an immersive supported environment. Our MBA is supported by eCarers and eConcierges throughout your study journey with UBSS.

## Advance Your Career

MBA graduates are increasingly in demand. The UBSS Executive Campus offers a purpose-built program to meet the needs of busy professionals who may have the experience but not the credentials. The UBSS Masters of Business Administration (MBA) develops leadership qualities and specialised skills to unlock career potential. Smaller class sizes support students in high quality learning environments, with an experiential and engaging delivery component. Students have the opportunity to meet and learn from real-life entrepreneurs and business owners.



## Professional Accreditations and Partnerships

institute of  
**MANAGERS  
AND LEADERS**

**FEE-HELP**  
available

**RYDGES**  
WORLD SQUARE

**THE VICTORIA  
HOTEL**

**QILT**  
quality indicators for  
learning and teaching

**TEQSA**

**IHEA**  
INDEPENDENT  
HIGHER EDUCATION  
AUSTRALIA

See back page for all accreditations.





2023 INTAKE DATES	SUBJECTS (SYDNEY)	CENSUS DATE (Last day to enrol, or withdraw without fee/penalty)	FACE-TO-FACE Intensive (Saturday - Sunday)
9 January	Project Management	3 February	4-5 February
6 March	Management Attributes and Skills	31 March	1-2 April
8 May	Accounting Systems and Processes	2 June	3-4 June
10 July	Business Law	4 August	12-13 August
11 September	Organisational Behaviour	6 October	7-8 October
30 October	Financial Management	24 November	25-26 November

2023 INTAKE DATES	SUBJECTS (MELBOURNE)	CENSUS DATE (Last day to enrol, or withdraw without fee/penalty)	FACE-TO-FACE Intensive (Saturday - Sunday)
16 January	Accounting Systems and Processes	10 February	11-12 February
6 March	Economics	31 March	1-2 April
15 May	Corporate Strategy	9 June	10-11 June
17 July	Strategic Business Simulation	11 August	12-13 August
18 September	Entrepreneurship Research Project	13 October	14-15 October
6 November	Managing Workplace Relations	1 December	2-3 December

2023 INTAKE DATES	SUBJECTS (ADELAIDE)	CENSUS DATE (Last day to enrol, or withdraw without fee/penalty)	FACE-TO-FACE Intensive (Saturday - Sunday)
23 January	Corporate Strategy	17 February	18-19 February
20 March	Economics	14 April	15-16 April
22 May	Entrepreneurship Research Project	16 June	17-18 June
24 July	Leading Innovation and Change	18 August	19-20 August
25 September	Brand Development	20 October	21-22 October
13 November	Clients and Markets	8 December	9-10 November

2023 INTAKE DATES	SUBJECTS (BRISBANE)	CENSUS DATE (Last day to enrol, or withdraw without fee/penalty)	FACE-TO-FACE Intensive (Saturday - Sunday)
30 January	Organisational Behaviour	24 February	25 - 26 February
27 March	Management Attributes and Skills	21 April	22 - 23 April
29 May	Project Management	23 June	24 - 25 June
31 July	Business Law	25 August	26 - 27 August
2 October	Marketing New Products	27 October	28 - 29 October
20 November	Strategic Business Simulation	15 December	16 - 17 December

## Graduate Certificate

4 subjects offered for the Graduate Certificate in any order.

## Graduate Diploma

8 subjects total. 4 subjects from the Graduate Certificate plus another 4 Graduate Diploma subjects completed in any order.

## Master of Business Administration (MBA)

16 subjects total. 8 subjects from the Graduate Diploma plus 8 MBA subjects completed in any order.

## Entry Requirements

Completed at least a recognised bachelor degree (AQF 7) OR a proven record of relevant professional business management work experience of not less than five (5) years.

## Cost

Each subject is \$1,995 tuition fee. Graduate Certificate total tuition fee is \$7,980. Graduate Diploma total tuition fee is \$15,960 and the MBA total tuition fee is \$31,920.

## Customised Course

UBSS can customise offerings for corporate groups.\*

## Recognised Prior Learning (Subject Credit)

Receive up to 50% of the total subjects as recognised prior learning (RPL) for post graduate study previously completed from any recognised higher education institution, including online learning.

Graduate Certificate maximum 2 subjects RPL. Graduate Diploma maximum 4 subjects RPL. MBA maximum 8 subjects RPL.

Receive unspecified subjects credit based on previous managerial experience for recognised prior learning unstructured learning. Graduate Certificate maximum 2 unspecified subject credits. Graduate Diploma maximum 4 unspecified subject credits. MBA maximum 4 unspecified subject credits. The unspecified subject credit is included in specified subject credit maximums, that is not additional to the 50% specified subject credit for previous study.

## Student Satisfaction

**Ensuring student satisfaction and promoting a positive student experience has always been a priority at UBSS. All administrative and academic staff work tirelessly to provide high levels of customer service and student support.**

### Quality Indicators for Learning and Teaching (QILT)

The Quality Indicators for Learning and Teaching (QILT) are a suite of government-endorsed surveys for higher education, which cover the student life cycle from commencement to employment. QILT makes available robust, nationally consistent performance data for Australian higher education, helping drive quality improvement.

QILT is funded by the Australian Government Department of Education.

The UBSS QILT SES for 2021, which were released in 2022, are now available. UBSS achieved great results amongst postgraduate students.



For more information on the Student Experience at UBSS, please visit:  
[www.ubss.edu.au/quality-indicators-for-learning-and-teaching-qilt](http://www.ubss.edu.au/quality-indicators-for-learning-and-teaching-qilt)

### Student Feedback on Units (SFUs)

The Student Feedback on Units (SFUs) is an online survey that gives students the opportunity to provide feedback on the individual units they take. This feedback is key to helping us improve the units of study, quality of education, learner engagement and the student experience. Survey results are used to review the content and design of units, teaching methodology, assessment procedures, teaching materials and learning guides.

We are very pleased and proud of our 2021 internal surveys' results in which our students continue to give UBSS the thumbs up, with an average score of 4.7 on a 5.0 scale on student satisfaction.



Source: UBSS MBA Executive SFUs (July 2021 - March 2022)

## Subject Summaries

### Graduate Certificate Subjects / Core MBA Subjects

#### **MCR002 Organisational Behaviour**

This subject provides a systematic study of human behaviour at the individual, group and organisational level. The approach draws upon a diverse range of disciplines including psychology, social psychology, sociology, anthropology, political science and economics. It commences with a focus on individual behaviour involving perception, attitudes, personality, stress and motivation. At the group level, consideration is given to aspects such as leadership types, including communications, group dynamics and culture. Discussion of behaviour at the organisation level focuses on factors such as power, politics and organisational design.

#### **MCR003 Management Attributes and Skills**

This subject will provide students with the opportunity to identify key personal strength and skill gaps and allow them to develop strategies to develop and enhance their personal skill and attributes. This subject will cover the key areas of Management Essentials, developing self-awareness of management style, analytical and creative problem solving, developing staff, presentation skills, motivating others, conflict management, creating effective teams, change management.

#### **MCR012 Entrepreneurship Research Project**

This subject will enhance cognitive abilities for students specifically Business Research in terms of Entrepreneurship and Intrapreneurship. Investigates and focus on the methodologies, collection, analysis and interpretation of data in terms of problem solving, design and develop research projects, differentiate and be able to gain depth insight of various research methods. The subject prepares students to undertake an independent research project for an independent entrepreneur or for the Intrapreneur pitching ideas within an organisation.

#### **MCR010 Innovation and Commercialisation**

The purpose of this subject is to provide students with an understanding of the process that an entrepreneur employs to develop an idea into an opportunity and then into a thriving, valuable business. We will see how the application of sound principles of business strategy underpins the entrepreneurial process and is critical in achieving a successful outcome. Successful completion of this subject will provide students with knowledge and tools that will support them in their own entrepreneurial endeavours or equip them to contribute as part of an entrepreneurial team.

### Graduate Diploma Subjects / Core MBA Subjects

#### **MCR001 Economics**

This subject develops an evidence-based approach to economic decision-making for managers in a dynamic market environment. It critically examines the rationale for and the effectiveness of government policy and regulation. While Micro-economic topics include a detailed analysis of the competitive environment facing firms, including: pricing, market structure, market failure and the various costs, Macroeconomic topics include a review of significant national and international economic challenges such as business cycles, inflation, unemployment and international competitiveness.

#### **MCR007 Project Management**

This subject introduces students to the concept of project management, the principles underlying effective project management and the tools and techniques that project teams use to plan and implement successful projects. Students also learn how projects relate to organisational strategy, how to select projects and how to manage projects to optimise their contribution to overall organisational performance. Practical examples of project management techniques will be examined using case studies and business projects.

#### **MCR009 Business Law**

This subject provides students with an understanding of the formation of the legal system in Australia and knowledge of a range of legal topics that affect business and corporations including contract law and its commercial implications, the Australian Consumer Law, agency, negligence and company law. On completion of this subjects, students will have an understand of the Australian corporate legal system and how this impacts on managerial decision making.

#### **MCR004 Accounting Systems and Processes**

This subject considers the various accounting and financial management issues that will be of relevance to managers and entrepreneurs and includes the preparation of business cases and financial statements. It also considers the interpretation of financial data and explains the basics of accounting and finance enabling the student to become confident in financial discussions and budget management.

## Subject Summaries

### MBA Subjects (Entrepreneur Stream)

#### **MCR005 Clients and Markets**

This subject covers the importance of clients and markets to any business. It addresses the fundamental theories, concepts and practices of the marketing function and highlights the role played by managers. Students are also introduced to strategic marketing concepts that influence marketing decisions in organizations. The importance of creating value for customers or clients in both consumer and business markets is emphasized.

#### **MCR006 Financial Management**

The subject provides coverage of the standard theory of corporate finance. It discusses how businesses fund their activities and the costs and benefits that determine the approaches they adopt. The material is summarised in examples of business valuation. In a summary students will have acquired the knowledge and skills to describe the sources of funding business activities and discuss their relative costs; execute basic financial calculations; link the objectives of businesses to fund raising options and decisions; explain how businesses determine the debt-equity ratio in their funding base.

#### **MCR008 Corporate Strategy**

All organisations have an objective, or set of objectives, that they seek to achieve. An organisation's strategy is the articulation of the set of choices made by the senior leader/s of the organisation to guide the ways by which the organisation will achieve those objectives. This subject will introduce students to some of the key choices that those senior leaders have to make, give them a range of tools to perform the analysis required to inform those decisions, and require them to formulate corporate strategy recommendations based on case studies.

#### **MCR011 Strategic Business Simulation**

This unit is designed to focus students on developing specific strategies for organisations and implementing them on a global platform. The subject requires students to work in groups to undertake decision making for a simulated international active footwear company. Students will prepare their analysis and financials in a formal presentation to two major shareholders outlining previous results, past strategy and future direction of the organisation. The simulation game titled 'Business Simulation Game' is delivered over the web. [www.bsgonline.com](http://www.bsgonline.com)

#### **MKT002 Marketing New Products**

This unit will enhance cognitive abilities for Entrepreneurship specifically relevant to Marketing of New Products. Investigates and focus on the collection, analysis and interpretation of data in terms of problem solving, identifying customer needs, business decision-making in the new product development environment in relation to marketing analysis, testing new products and prepare students to undertake an independent research project in this industry.

#### **MHR001 Managing Workplace Relations**

This subject covers management-employee relations from an industrial relations point of view, and focuses on how to manage conflict and negotiation in the workplace effectively. The subject particularly aims to provide participants with an understanding of workplace/ industrial/ employment relations. It includes the roles of all relevant parties like, the trade unions, employer associations and the regulatory agencies.

#### **MHR002 Leading Innovation and Change**

"Intrapreneurship" is entrepreneurship within an existing organisation and is recognised as a powerful technique to help organisations innovate and change. The constant changes occurring in business environments require organisations to innovate and change in order to survive and keep ahead of competitors. Innovation and change are particularly important to established organisations as they fend off their counterparts and new entrants into their industries.

#### **MKT001 Brand Development**

This unit will enhance managers understanding of the importance of brands for both organisations and the role it plays in the minds of the consumer. Students will evaluate branding strategies, return on investments and ability to execute. Students will also assess advantages and disadvantages of creating, designing, marketing activities, measuring, implementing various strategies to maximise market share locally as well as globally. The final report is a brand audit using the techniques, models and analytical tools covered in the subject.



## Apply Now

<https://www.ubss.edu.au/application-form/>

### For further details please contact:



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### Proudly accredited by the following industry bodies:



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**Postal Address:** Locked Bag A3100, Sydney South, NSW 1235, Australia



A Member of Group Colleges Australia

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The information in this brochure is correct at the time of printing and is subject to change. Check the UBSS website ([www.ubss.edu.au](http://www.ubss.edu.au)) for up-to-date information.