



a university for the **real** world<sup>®</sup>

Australia's first **business school**  
with triple international accreditation



# QUT Executive MBA

A real-world MBA for the business  
leaders of tomorrow



# The Executive MBA

QUT's Executive MBA (EMBA) program is designed to take experienced managers to new levels as highly skilled leaders. You will build real-world capabilities in the areas of strategy and creativity with a continual focus on personal leadership development.

You will remain in the company of other busy professionals for the duration of your program and beyond, enhancing both your learning and networking opportunities. The significance of the "cohort-effect" cannot be overstated.

Academic facilitators and real-world practitioners will challenge your thinking as you develop a better understanding of yourself and others, broadening your horizons as you synthesise and apply newly-acquired skills and knowledge.

You will have the opportunity to reflect on your development with a professional leadership coach and engage in strategic problem-solving discussions with a highly placed executive advisor.

The EMBA program is delivered once every four weeks from Friday to Sunday over 22 months. Typically, during this time you are likely to make some really good friends and develop a network of business contacts second-to-none; it will be one of the most challenging and rewarding investments of your professional life.

## It's about leadership

The concept of "knowing one's self" lies at the heart of this select program facilitating the development of a deep understanding of personal attributes and leadership traits. Leadership coaches will help you

develop your own clear career goals along with strategies for how they may be achieved. This self-analysis process enhances learning outcomes from other critical business-skill units and will enhance your potential to become one of the business leaders of tomorrow.

## It's about decision-making

The EMBA places great emphasis on leadership and decision-making. To enhance your learning in these critical areas you will undertake a Leadership Practicum of around nine months duration. You will be supported by a senior executive, typically a CEO of a large organisation, who will provide guidance and mentoring in executive decision-making. You will experience first-hand how governance issues are handled at the highest levels in the real world.

## It's about strategy

In addition to leadership and decision-making, this unique EMBA provides a comprehensive strategic overview by integrating fundamental units in financial management, law, HR and marketing with more advanced elements that include international business, entrepreneurship, governance and business-planning. The program includes a study tour to China, honing awareness of the demands of the quickly changing globalised business world. During the tour you will learn the intricacies of negotiating and conducting business in a foreign culture and applying commercial expertise in a vastly different environment.



“ I found the impact of the EMBA program was profound. A lot of what I've learned was heartening while some was confronting, but in context it was transformational.”

PHIL DAVID



“ The EMBA has been a great help in articulating my development needs and then providing me with tools to close these gaps. As a result, improvements in my leadership and strategic-decision making abilities have helped me to progress further in my career.”

AMANDA DONOGHUE

## Course Structure

Intensive weekend class sessions will allow you to balance study with minimal interference to business commitments and will assist you to maintain career momentum.

Lectures are delivered from Friday to Sunday once every four weeks for 22 months with each unit of the program providing 18 hours face-to-face lecturer contact.

Participants will undertake 24 units of study as part of an integrated program combining the core components of an MBA program with more advanced units focusing on international business, creativity, negotiation skills, issues management, strategy, self-development and leadership.

## Core Components

- Managing in the Global Business Environment
- Financial Statements Analysis
- Strategic Management
- Business Law
- Fundamentals of Marketing Management
- Business Communication
- Understanding Data
- Understanding Leadership
- Managing Technological Innovation
- Economics in Business
- Corporate Governance and Accountability
- Organisational Behaviour
- Financial Management
- Human Resource Management Issues
- Business Plans
- Entrepreneurship

## Executive Components

- Self-Realisation and Personal Development
- Business Leadership and Practicum
- Negotiation Skills and Strategies
- Doing Business Internationally
- International Study Tour
- Creative and Entrepreneurial Thinking
- Issue Management and the Media
- The Sustainable Business

With the added benefit of one-on-one leadership coaching.

## Learning Outcomes

Your EMBA program has been designed to deliver specific learning outcomes which were constructed with input from the Business Council of Australia, CPA Australia and the accreditation body AMBA. These learning outcomes ensure your opportunity to acquire the necessary skills to critically apply management theory in core business disciplines.

You will be able to creatively plan new business ventures using effective marketing techniques and will have adequate knowledge of how to access required capital. Your ability to conduct financial analyses and to make sound judgements based on the interpretation of data will also be enhanced, as will your communication skills as you develop your ability to effectively lead an organisation.

As one of the business leaders of tomorrow, you'll be able to apply the principles of good corporate governance and to demonstrate an appreciation of the mechanisms needed for strong corporate accountability.



“As a neurosurgeon, I had years of experience with being a doctor and performing brain surgery. But I wanted to expand my career into executive management, and this requires a very different set of specialist skills. The Executive MBA program at QUT has given me knowledge and skills that I need to be able to perform in the tough environment of executive management.

Early in my course, I was promoted to the position of CEO of Gold Coast Health and now have responsibility for 5000 staff and an operational budget of more than \$500 million per annum. While this position requires the high-level management skills, communication and leadership skills of any CEO position, it does so in the context of government and public sector management. QUT's EMBA is broad enough and adaptable enough to be applicable to core management skills and also specialty sectors.

As an adult with children and a job without boundaries, I appreciated that everyone else in my executive cohort was in the same boat. No slack options here. Everyone helps everyone through. The camaraderie is great.”

DR ADRIAN NOWITZKE

# The Executive MBA

## The International Study Tour

The EMBA includes a study tour to China with site visits, lectures and cultural experiences. You will meet with expatriates as well as local business people from a range of organisations including manufacturing, consulting, banking and finance as well as representatives from Austrade. The tour will also include visits to some of China's more famous attractions including the Great Wall, the Forbidden City and Tiananmen Square, the Terracotta Warriors and more. It also allows for a little shopping and free time.

## The Business Leadership Practicum

Ultimate responsibility for executive decision-making resides at the top of any organisation. While this topic is covered in the classroom, as part of your leadership development program you will have the added benefit of a 10 month leadership practicum being paired one-on-one with an executive advisor. Your executive advisor, typically a CEO of a large organisation, will explore with you the issues of executive decision-making, corporate governance and the need to maintain ethical business practices. This unit offers you an unparalleled opportunity to share the experience of turning real-world strategy into action.

## Leadership Coaching

You will embark on a course of self-discovery using the latest tools and techniques. QUT employs highly qualified consultants to facilitate this process. As a further part of your leadership development program you will enjoy professional leadership coaching. During the ensuing sessions you will map out your personal and career goals and will be coached as to how they may best be achieved. We have also arranged a discounted student rate for additional self-funded coaching sessions if required.

## A Packaged Learning Experience

QUT recognises how busy its EMBA students are and endeavours to reduce the amount of time they are required on-campus by providing a 'packaged learning experience'. To support this goal, a dedicated EMBA support staff member will provide you with textbooks and study guides ahead of time – meaning you avoid waiting in bookshop queues and searching in the library. Once on-campus, your catering needs are also covered.

## Student Competitions

EMBA students have the opportunity to represent QUT at a number of local, national and international competitions. Whether it is travelling overseas to places like Texas for the International MOOT CORP final or to India for Confluence, or staying 'at home' for the John Heine Entrepreneurial Challenge, EMBA participants have unprecedented access to academic staff and can test their skills by going head-to-head with students from some of the world's leading business schools.

## Building Your Networks

QUT helps its students engage with the university, government and corporate community in a number of ways:

Brisbane Executive Club (BEC) – network with QUT students, alumni and staff on the first Friday of each month at the BEC's 'First Friday'.

Fostering Executive Women (FEW) – female students and graduates can further develop their careers through the FEW mentoring program or by networking at events addressing women's business issues.

Online community – the BEC website allows our alumni to keep in touch with one another in between regular face-to-face events.

## Executive MBA Entry Requirements

Admission to the EMBA program is based on relevant work experience, prior academic studies and management aptitude.

For entry into the EMBA program, you will need to:

- have a minimum of five years' full-time managerial experience (10 years if no degree qualification)
- demonstrate clear potential for success in graduate study in business by:
  - attending an interview with the EMBA Director
  - providing two references, one of which is from your current employer
  - achieving a GMAT score of at least 550 or equivalent.

Note: Current MBA students may join the EMBA cohort provided they meet the EMBA entry requirements.

Candidates not in possession of a Bachelor degree may join the program. They will, however, initially be enrolled in the Graduate Certificate program. On completion of eight EMBA units with a grade point average of 4.5 or more, students will automatically articulate into the EMBA program with full credit for all eight units.



My expectations have been absolutely exceeded and I would encourage anyone considering to enrol into QUT's EMBA – it is worth every minute and cent of investment."

REBECCA McLEOD

# How to apply

## The EMBA application process has four stages:

### STAGE 1: Written application

We ask that you complete an application form and submit with:

- your resume attesting to 5 years' management experience.
- a certified copy of any undergraduate or postgraduate qualifications which were not obtained in Queensland (QUT can access other Queensland universities' records on receipt of your signed application), and
- two referee recommendations on the associated proformas. At least one of these should be from your current employer. The referees may choose to send the recommendations directly to QUT and the address for that is on the proforma.

Application forms, Referee Recommendation forms and Application for Academic Credit (AC) forms may be downloaded at [www.qut.edu.au/emba](http://www.qut.edu.au/emba)

### STAGE 2: Entrance test

The GMAT® is a three-part exam required by most respected business schools in the world for admission into postgraduate business and management programs. Your GMAT score provides a statistically reliable measure of the probability of performing well academically in the curriculum.

The test measures basic verbal and mathematical reasoning as well as analytical writing skills that applicants have developed over a long period of time through their education and work. The GMAT exam does not measure a person's knowledge of specific fields of study. MBA programs enrol people from many different undergraduate and work backgrounds, so rather than test your mastery of any particular subject area the GMAT exam will assess your acquired skills.

#### How the GMAT is structured

Details on GMAT may be found at [www.mba.com](http://www.mba.com)

#### Test preparation

We recommend you become familiar with the practice tests which are available for download at no charge once you have created a user profile at [www.mba.com](http://www.mba.com). You could also obtain a GMATPrep software disk. All you need to do is practise and understand the concepts that are assessed on the exam and you will learn how to answer the questions and demonstrate your capabilities.

Register online (with credit card details) at [www.mba.com/mba/TaketheGMAT](http://www.mba.com/mba/TaketheGMAT)

#### Where can I find more information?

Visit [www.mba.com/mba/TaketheGMAT](http://www.mba.com/mba/TaketheGMAT)

To gain entry to the EMBA program you will require a GMAT score of 550 and/or you must convince the coordinator of the EMBA that you have the ability to perform adequately throughout the EMBA. Your results will be required prior to stage 3.

### STAGE 3: Interview

On receipt of all required application documentation and a GMAT result, QUT will schedule a 30-minute meeting for you with the EMBA Academic Program Coordinator.

### STAGE 4: Offer

QUT will issue a letter of offer into the EMBA and supply sign-on details allowing you to log on and electronically accept your offer and for enrolment into the units of study.

### Submitting your application

#### Applications may be submitted in any of four ways:

1. **Fax to:** 07 3138 5054
2. **Scan into a pdf file and email to:** [emba@qut.edu.au](mailto:emba@qut.edu.au)
3. **Mail to:**  
EMBA Application, Corporate Education, QUT Faculty of Business, GPO Box 2434, Brisbane QLD 4001
4. **By hand to:**  
Corporate Education, Faculty of Business, QUT, Level 5, B Block, Gardens Point campus, 2 George Street, Brisbane



A challenging, though hugely rewarding journey of self-understanding and learning."

JASON ISLES

# Some more reasons to choose QUT's Executive MBA

## Program Inclusions

The EMBA program includes textbooks, study guides, tuition fees, lunches, afternoon and morning teas, three milestone celebrations and most costs associated with the international study tour to China. These costs include international airfares, group economy air travel within China, transfers, accommodation and most meals.

Your tuition costs may be deferred to a FEE-HELP loan. You may also be able to claim the fees as a self-study tax deduction, provided the degree is relevant to your job. We do, however, recommend you seek independent financial advice.

## Triple International Accreditation

QUT's Faculty of Business was the first in Australia to gain all three of the world's most respected and coveted business accreditations – US-based AACSB International (Association to Advance Collegiate Schools of Business), the UK-based AMBA (the Association of MBAs) and EQUIS the European Quality Improvement System. This makes QUT a member of a very small, highly prestigious and select international group.

QUT's MBA has been ranked in the *Financial Times* Top 100 list and has been billed as a top-tier Australian MBA Program by AFR's *Boss* magazine.

## A Packaged Learning Experience

The EMBA offers a packaged learning experience with dedicated support staff to assist participants in the program. Study guides and textbooks are ordered and delivered ahead of lectures and each weekend is fully catered. Online teaching and learning resources offer students the convenience of downloading course material and lecture notes over the Internet from the comfort of their own home or office.

## Highly Qualified Staff

The EMBA is delivered by highly credentialed and experienced facilitators who bring with them a wealth of academic, business and/or consulting experience with both full-time academics and external consultants choosing to spend all or some of their time working in the real world.

## Strong Industry Links and Professional Associations

Strong industry links are enhanced through relationships with industry associations. This connection with the business community offers students regular industry speakers in lectures and regular involvement and access to industry activities.

## Well Established Program and Learning Materials

QUT has been delivering the EMBA program since 2001 and over that time has developed a suite of study guides to complement the prescribed textbook for each unit. Each study guide provides a comprehensive outline of the unit and is full of useful readings, references and activities designed to guide you through the unit and save you time searching in library databases or on the Internet.

## CBD Location

The program is delivered in Brisbane's CBD providing easy access by road, rail and river.



Undertaking the EMBA has awakened my thirst for knowledge. The structure of the program is eminently suited to the busy executive with multiple priorities – and the support team are fantastic.”

MICHELLE DELEBET

# What it means for your organisation

In today's employment market, growing talent from within is the opportune way to retain and attract the kind of high-quality, motivated people needed to lead organisations in the future. By increasing organisational competency. Your organisation will be in a far stronger position to meet the challenges that lie ahead.

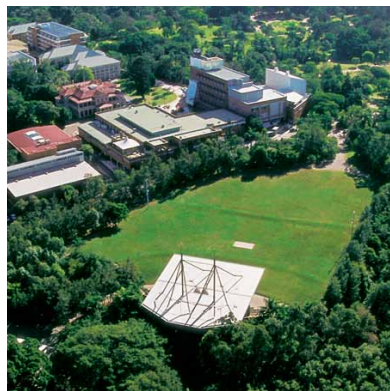
Participants in the program join a select group of similarly motivated people from a wide range of backgrounds and disciplines and they will learn valuable lessons from their experiences. Completing an EMBA will empower them to:

- better understand themselves and how they are viewed by others, facilitating improved performance both from them and those around them
- optimise operational performance across a wide range of functional areas
- lead an organisation through the process of change
- manage strategic planning
- develop cross-functionality
- build stronger customer relationships
- manage organisational sustainability
- harness creative thinking processes.



“ I selected the QUT EMBA after doing extensive research into the reputation and performance of business schools in Australia and overseas. It was also refreshing to see that QUT applied the same amount of selectivity in choosing me, as inclusion in the cohort required entry exams, written submissions, reference checks, and interviews. The cohort format used by the QUT EMBA provides a unique experience for learning by combining high quality lecturers and the maturity and real-world experience of the students through active discussion of lecture content and application to actual professional life. The intensive study mode of in-school lectures one long-weekend per month provides a strong opportunity to bond with the cohort members and develop business networks supporting future career changes. While the workload is heavy, it is well supported and the speed of progress through the degree always has completion in sight. Over my history in undergraduate and graduate studies, QUT has always had a strong practical application to its teachings and right from the start of my EMBA, I have been able to use what I have learnt in lectures to improve my work. I strongly recommend both the EMBA cohort format and QUT.”

CHRIS FECHNER





**To find out more about QUT's Executive MBA program, simply call to discuss your application. Alternatively, we would be happy to come and meet with you.**

Phone 07 3138 6874

Fax 07 3138 5054

Email [emba@qut.edu.au](mailto:emba@qut.edu.au)

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CRICOS No. 00213J

### Location

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### Website

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[www.corped.bus.qut.edu.au](http://www.corped.bus.qut.edu.au)