PARTNERING FOR SUCCESS

Discover the capabilities of University of South Australia’s Business School and what you can learn from engaging with us.

Access global networks (page 6-7), apply our research expertise to solve a problem (page 8-11) or make smart choices (page 13).

Nurture individual skills across your organisation (page 17), innovate and grow your new enterprise (page 12) or solve a short term resourcing challenge (page 18-19).

Whatever it is, we can tailor a solution for you.

RANKED IN THE TOP 1% OF BUSINESS SCHOOLS WORLDWIDE
The UniSA Business School has held EFMD EQUIS accreditation since 2004, the world's leading international accreditation for business schools; and has been awarded 5 stars in the QS Stars rankings, placing it in the top 1% worldwide.

TRANSFORMATIVE RESEARCH
We’re finding solutions to the big social and organisational challenges. Our research directly addresses the major issues influencing the future of businesses, industry and communities.

BUILDING STRONGER BUSINESSES
Our business growth programs help you to improve organisational performance, accelerate growth and build better leaders.

DRIVING TECH-BASED INCUBATION
Develop your business with new ideas through our innovation and Collaboration Centre, which provides an environment to fast-track business development.

EDUCATING TOMORROW’S LEADERS
Our 5-star MBA is recognised and respected globally for its excellence. Develop your talent pool with a dynamic, engaging and flexible program that prepares you and your employees to think and act as enterprising business leaders.

FOSTERING GLOBAL CONNECTIONS
Our dynamic, global network spans 55,000+ business alumni, academic partners and more than 200 organisations (including governments), linking you with a strong international community.
We are a premier Australian business school, ranked in the top 1% in the world, with fresh ideas about the future of business, research and education.

We support business success and sustainable economic development, both within our home state of South Australia, as well as nationally and internationally.

We attract and foster a workforce of global thought-leaders who engage in world-class applied research, and who share their insights with our students and with our industry and government partners.

We are committed to developing graduates for global professional careers. More than 55,000 alumni make up our international community of enterprising professionals, managers, and scholars.

Please read on to find out more about the benefits of engaging with the UniSA Business School.

We look forward to connecting and collaborating with you.

Professor Marie Wilson
Pro Vice Chancellor (Business and Law)
UniSA Business School
Putting the “good” in good business

We are concerned with answering the big questions that impact our local and global communities. Our research into ageing and age discrimination, scarce resource management, human rights and disability, and the gender pay gap is driving understanding of economies and societies.

Championing human rights for the elderly

We are researching the international human rights of our ageing populations, and advising on ageing strategies in Australia, including rights to health services, accessible housing and transport.

Global leaders

Our collaborative research in the UK is discovering elements that make a globally responsible leader, and how these can drive workplace excellence.

Transforming agriculture with water economics

With a 20 year track record in water economics and accounting, we are helping transform agriculture and water management in Australia, India, Pakistan and North Africa.

Tourism as a tool for peace and reconciliation

We research human rights and social justice issues in tourism, hospitality and events, particularly how tourism can positively impact Aboriginal Australians, and peoples in the Middle East, Pacific Islands, and Asia-Pacific region.

Partnering with top global brands

We are embedding marketing science into businesses globally through the Ehrenberg-Bass Institute Corporate Sponsorship Program enabling them to gain a competitive advantage.

Housing for the future

As a national leader providing advice on emergent housing practices, we research the quality and condition of Australia’s housing stock, the changing role of Government in housing systems, and housing for the ageing population.

The choice to go driverless

Funded by our US partner, our research examines concerns about safety, liability, insurance and terrorism as a barrier to people adopting ‘driverless car’ transport technology in Australia.

Globally connected

Partnering with more than 200 enterprises worldwide, we are finding solutions to the issues that shape businesses, industries and policies – contributing new knowledge and global understanding. Here are just a few examples.
BUSINESS GROWTH
The UniSA Business School is focused on unlocking the growth potential of Australia’s small to medium enterprises (SMEs) and more established companies. Our insights benefit businesses like Kojo with 20+ years in the creative industry. As part of their participation in the Growing South Australia’s Companies program, Kojo submitted data to our longitudinal study, designed to identify opportunities to further accelerate successful business growth.

CREATING SUCCESSFUL BRANDS
Our marketing scientists are busting myths and teaching marketers how brands grow. We are partnering with leading global consumer brands through the Ehrenberg-Bass Institute Corporate Sponsorship Program – a multi-million dollar research program delivering practical insights that are scientifically proven to apply to brands, across markets, anywhere in the world.

MAKING BETTER DECISIONS
From the Defence industry to the National Broadband Network (NBN) project in Australia, our researchers in accounting, economics and finance are assisting individuals and global organisations.

Using behavioural finance we can assess risk to help inform career choices, investment options and improve decision-making.

BREAKING DOWN BARRIERS TO TRADE
Asia is an increasingly important market for the Australian wine industry, and cultural barriers continue to create challenges for export. Our landmark Chinese Wine Lexicon research is reducing cross-cultural gaps by translating Western wine terms into familiar Chinese flavours. Adopted by Wine Australia, through the Australian Wine Flavour Card, the research is helping support the Australian wine industry’s growth in China.

INFORMING BEST PRACTICE IN SPORTS AND TOURISM
Our international partners in the sport and tourism sector use our research and benchmarking tools to improve customer experience and product offerings. We consult on industry best-practice in all areas of operation, benefiting groups including sporting organisations, local councils, national parks, golf courses, and tourism and recreation centres. A number of Botanic Gardens in Australia and New Zealand use our benchmarking tool annually to improve visitor experience.

FROM WATER TO WINE
Our water economy research is informing sustainable practices for the local fishing industry in Laos and improving water allocations in East India. We’re also supporting the sustainability of key waterways and catchments in Australia, including the Murray-Darling.

We have experts advising on a range of wine issues including intellectual property and regulation in the wine industry globally. Our wine consumer research helps Australian exporters better meet the demands of wine consumers across the globe.

TALK TO A GLOBAL EXPERT IN BUSINESS AND LAW
unisabusinessschool.edu.au/connect

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UNDERSTANDING AND SHIFTING RISKY BEHAVIOUR

Our researchers are world leaders in the economic application of discrete choice modelling, pioneering techniques to identify and understand individual and group preferences. Partnering with the Motor Accident Commission in Australia, we used research techniques to understand why drivers use their mobile phones when driving, and what sorts of messages are most influential in reducing texting and calling while driving.

BANNING THE BAG FOR A SUSTAINABLE FUTURE

Our buyer behaviour research was the basis of a review by the South Australian Government that measured the impact, and endorsed the ban, of single-use plastic bags. This led to its adoption across the globe.

We have also used our knowledge to identify how price promotion framing techniques influence consumers’ choices, and identify groups that are most vulnerable to such manipulations. The results will inform government policies to increase transparency of retail practices and improve Australian consumer literacy.

A SMART USE OF SCARCE RESOURCES

Our research into water economy is vital for the efficient use of scarce resources. We are informing new sustainable practices for the local fishing industry in Laos, and supporting farmers’ effective use of water in East India. We also have experts focussing on sustainable and equitable water storage and delivery, water sensing irrigation to enhance agriculture, and water governance law, both nationally and internationally.

TACKLING WORKPLACE DISCRIMINATION

Our research confirms recent Australian Human Rights Commission findings that workers as young as 45 have experienced job-related discrimination over the past 12 months. This research formed a blueprint of strategies to address and reduce workplace discrimination — particularly providing insights for employers on how to maximise their mature-age workforce, manage organisational change, and improve leadership and industrial relations.

THE NEUROSCIENCE OF GOOD ADVERTISING

We are taking advertising research to a whole new level. Creating an ad that captures and holds our attention, tugs at our emotions, and stays in our mind, is every advertiser’s dream. We have analysed the neuroscience behind what makes a good TV ad, giving advertisers insights into making ads that stick in viewers’ minds. This research can be applied to big brands to increase sales, as well as for public service campaigns to change behaviour.

SUPPORTING POLICY AND INFLUENCING CHANGE

Our researchers engage with all levels of government to provide evidence that can help enact societal change. From identifying the potential impact of public policy to undertaking cost benefit analysis on key investment decisions, we’re equipped to partner with governments on a wide range of issues that affect their communities.

Here are some ways we have helped our local and global communities.
The Innovation and Collaboration Centre (ICC) is a hub for tech-based incubation harnessing the expertise of UniSA and DXC Technology, with the support of the South Australian Government. Entrepreneurs, small businesses and UniSA MBA students access experts, partnership and funding opportunities to bring their innovation to life.

Our Australian Centre for Business Growth delivers world-class business growth programs that provide CEOs and executives of SMEs with the knowledge and skills they need to develop as leaders, accelerate company growth and compete in a global marketplace.

For decades, our Ehrenberg-Bass Institute for Marketing Science has promoted principles of evidence-based marketing, dispelling marketing myths to show how brands grow and how buyers behave. As the world’s largest institute for research into marketing, the Institute is considered the marketing authority by many of the world’s biggest brands.

The Institute for Choice helps business, government and organisations understand why. As a world leader in discrete choice techniques, our research guides decision-making for growth and public impact, strategic growth, customer satisfaction, consumer and public opinion, consumer demand, willingness-to-pay, brand worth, brand equity, public preferences for health and other public services.

The Centre for Workplace Excellence enables organisations to achieve success through people and practices, as the global marketplace, technology and the workforce continue to change. Our researchers bring a rigorous scientific approach to find solutions to workplace challenges in the areas of people management practices, diversity, employee wellbeing, organisational culture and change, teams, and leadership.

As an entrepreneur or business owner, growing your business may mean growth in a number of areas, including profitability, efficiency, equity, and sustainability. Whatever your priority, the UniSA Business School is committed to supporting entrepreneurship and innovation in Australia, building on a foundation of partnerships and world-class research.

ACCELERATE YOUR GROWTH

TO CONNECT WITH OUR EXPERTS

unisabusinessschool.edu.au/connect
AN MBA FOR ENTERPRISING LEADERS

Our flagship program is the Master of Business Administration (MBA). The MBA is designed for experienced managers and executives seeking to gain the knowledge and skills to advance their careers in leadership.

The UniSA Business School offers you and your team a range of education options to develop valuable skills for career progression. Across the board, our education offerings are designed in consultation with industry and can be customised to suit your lifestyle and skill needs.

AN AUSTRALIAN FIRST

UnisA MBA students have the option to undertake the AICD Company Directors Course as a recognised elective. On completion of the course, students receive recognition and post-nominals from the AICD.

ABORIGINAL MBA SCHOLARSHIP

Championing leadership diversity and supporting Aboriginal managers with leadership potential.

FIVE STAR MBA FOR 10 CONSECUTIVE YEARS


WOMEN IN MBA SCHOLARSHIP

Addressing leadership inequality and championing women with leadership potential.

CUSTOMISE YOUR MBA EXPERIENCE

unisabusinessschool.edu.au/MBA

TOP 10 MBA

The Australian Financial Review’s BOSS Magazine ranked our MBA as one of the top ten in Australia, reaffirming its excellence in student satisfaction, graduate satisfaction and value for money.

FLEXIBLE LEARNING OPTIONS

The MBA can be completed on-campus, entirely online, or a mix of both — the choice is yours.

INTERNATIONAL NETWORKS AND INSIGHTS

Build global business knowledge and networks through a range of international MBA study tours.

GLOBALLY RECOGNISED

The UniSA Business School has been awarded 5 stars overall, and the MBA awarded 5 stars for program strength, in the 2017 QS Stars rankings.

ELEVATE YOUR CAREER

The UniSA MBA has allowed me to make more informed decisions faster than before. It has given me an understanding of the core business of other units within my organisation, allowing me to ask the right questions before I make my own business decisions.”

ESTHER ROBERTS

Trade and Investment Director, London Office of the Agent General, Government of South Australia

Master of Business Administration (MBA)

The University of South Australia
Prior to my studies I didn’t realise how much I was unaware of. Content in the course was presented in a way that made it easy to put into practice in a variety of situations in my current workplace. Lecturers were able, and indeed eager to, answer my questions both in and out of class. I am now approaching my current and future work opportunities with open eyes, making informed decisions, and interacting with others much more effectively."

LUKE RICHARDSON
Project Manager, Lockheed Martin
Master of Management

EDUCATION TAILORED FOR EXECUTIVES

When you are ready to maximise the potential of your organisation, the UniSA Business School has a suite of Executive Education learning solutions.

- Study an industry-relevant postgraduate degree: a graduate certificate, graduate diploma, Master or MBA to gain the skills and knowledge to become a leader.
- Manage and accelerate business growth via the knowledge, frameworks, tools and resources in our growth programs.
- Develop confidence and become a more effective leader through our Leadership Development Program.
- Take part in our Operational Excellence Programs to achieve increased capacity, real cost savings and better service delivery.

LEAN LEADERSHIP PARTNERSHIP SAVES $500M

Tailoring an executive education solution can reap great rewards. The UniSA Lean Management Leaders Education partnership with the Royal Australian Air Force will achieve $500 million in real savings without sacrificing organisational capability. We have a proven track record helping our partners to develop strategies to change their culture and improve their performance.

EDUCATING TOP LEADERS

In the 2016 Centre for World University Rankings (CWUR) we were ranked top 10 nationally for the number of University alumni who hold CEO positions at the world’s top 2000 public companies.

LET US TAILOR AN EDUCATION SOLUTION FOR YOU

unisabusinessschool.edu.au/connect

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LEVERAGE OUR EXPERTS
Use our experts to help facilitate change in your organisation. Establish connections, inspire performance, and elevate an event by inviting our experts to be guest speakers. Or consult with us to gain new ideas that can be directly applied in your workplace.

HOST NEW TALENT
A placement in your organisation can enable our students to gain skills relevant to the modern workplace, maximise learning outcomes, and establish professional networks. In turn, your organisation will benefit from a fresh perspective and additional assistance for a specific project or business problem.

MENTOR FUTURE LEADERS
Our established mentor programs consist of professionals who share their expertise and inspire students or recent graduates to reach their potential. Become a mentor to identify talent from our graduate pool, establish professional networks with like-minded leaders, and support leadership development in your own staff.

FREE ADVICE FROM EMERGING EXPERTS
We have two free community clinics to help students apply their knowledge to the real world. Our Legal Advice Clinic run by students, under the supervision of qualified practitioners, assists community members with simple legal advice, like debt claims and tenancy disputes. Our Marketing Clinic provides guidance on advertising, brand management and marketing strategy to businesses and individuals who are looking for a cost-effective solution to marketing problems.

STUDENTS KICKING GOALS
Our Marketing Clinic students worked with the South Australian National Football League to increase attendance and engagement at sporting matches. By conducting marketing research, our students identified trends to shape the League’s 2017 marketing planning.

SPONSOR IN-DEPTH RESEARCH
If you have a project that needs in-depth research, consider sponsoring a higher degree by research student. Researchers can delve into your organisational problem to understand strengths and weaknesses, or develop insights that can lead to new market or product innovations.

DR SINTA AHMARAN
Postdoctoral Indigenous Researcher, UniSA Business School
INVEST IN THE FUTURE

We are always looking for ways to facilitate mutually-beneficial relationships between the UniSA Business School and our alumni and friends who want to invest in the future with us.

For example, Pridham Hall is named after UniSA property resource management graduate, Andrew Pridham, and honours his Foundation’s $5 million benefaction to the University. The generosity of the Wolf Blass Foundation has enabled one of the University’s richest marketing scholarships, while leading law firm MinterEllison has supported a major scholarship in Law for many years. Sponsorship of prizes, awards and scholarships not only helps us to recognise our outstanding students, but enables organisations to access emerging talent, develop and connect with future leaders, and to meet corporate responsibility objectives. Sponsor a named scholarship or prize and you could present it directly to the recipient.

Companies may also seek to align their brand with one of our many industry events such as View from the Top or student mentoring programs.

Other opportunities to partner with the University include sponsoring an expert to develop and run an initiative which strategically aligns with business goals, such as the ANZ Chair in Business Growth at UniSA, sponsored by ANZ to support businesses to grow, and held by internationally respected business growth expert, Professor Jana Matthews.

You could also join the Ehrenberg-Bass Institute’s Corporate Sponsorship Program, offering exclusive access to a multi-million dollar R&D program in exchange for an annual financial contribution.

We are grateful for the support of our corporate partners and individual donors, and acknowledge their generosity, which reflects a sustained commitment to equity and enterprise.

For more information about how you can invest in the future, visit unisabusinessschool.edu.au/connect.

INVEST IN INDUSTRY KNOWLEDGE

Our partner, renowned wine maker, Wolf Blass, sponsors a two-year Masters by Research Scholarship – a world-first in the field of wine business, marketing and entrepreneurship.

Recipients have the opportunity to make their mark, and drive the continued success and growth of the South Australian wine industry.
PARTNER WITH THE BEST

As a business or research partner, you will benefit from fresh insights and perspectives from our experts, graduates and current students.

We invite you to visit the UniSA Business School at our newly refurbished facilities on North Terrace, Adelaide in the health and innovation precinct.

This impressive new facility will feature South Australia’s first ASX Financial Trading Room sponsored by IRESS, an Executive Education Enterprise suite which will be the focal point for all executive education functions and events, a new student services hub, and a specialist careers/mentoring bureau.

The building will also become home to the Australian Centre for Business Growth and the Ehrenberg-Bass Institute for Marketing Science, and a key venue for industry, partner and alumni events.

Let’s talk about how we can help grow your business, encourage innovation and partner for success.

ENGAGE WITH US

Visit us in person
70 North Terrace, Adelaide, South Australia
Email us
business-partners@unisa.edu.au
Website
unisabusinessschool.edu.au
Prof. David Lloyd, Vice Chancellor & President of the University of South Australia; Prof. Marie Wilson, Pro Vice Chancellor (Business and Law), UniSA Business School; Prof. Byron Sharp, Professor of Marketing Science, Ehrenberg-Bass Institute for Marketing Science; and Mr Bruce McColl, Industry Professor, School of Marketing.

Acknowledgement of Country

UniSA respects the Kaurna, Boandik and Barngala peoples’ spiritual relationship with their country. We also acknowledge the diversity of Aboriginal peoples, past and present. Find out more about the University’s commitment to reconciliation at: unisa.edu.au/About-UniSA/Indigenous-education/