

Senior  
Executive

MBA.



THE UNIVERSITY OF  
MELBOURNE

MELBOURNE  
BUSINESS  
SCHOOL



# Melbourne Business School, The University of Melbourne

The University of Melbourne is one of the world's truly outstanding universities.

With a history dating back to 1853, it is a highly regarded institution of learning that makes significant distinctive contributions to global society.

This is a place where distinguished scholars lead talented students to open their minds, share wisdom and face the great unknowns. It is a place where each new generation can define a future that it values.

The University has a rich tradition of success in countless fields of endeavour. It is universally respected for its research, teaching and knowledge transfer. Its strong links with a huge array of leading local and international institutions are testament to its status in the world.

As the graduate school of business and economics of The University of Melbourne, Melbourne Business School (MBS) is jointly established, owned and led by corporate Australia and the University – with ongoing involvement and support from the business community across all its programs.

We take pride in our legacy of providing the world's finest management and leadership development programs since 1956, including Australia's first MBA since 1963.



**PROFESSOR  
JENNY GEORGE**

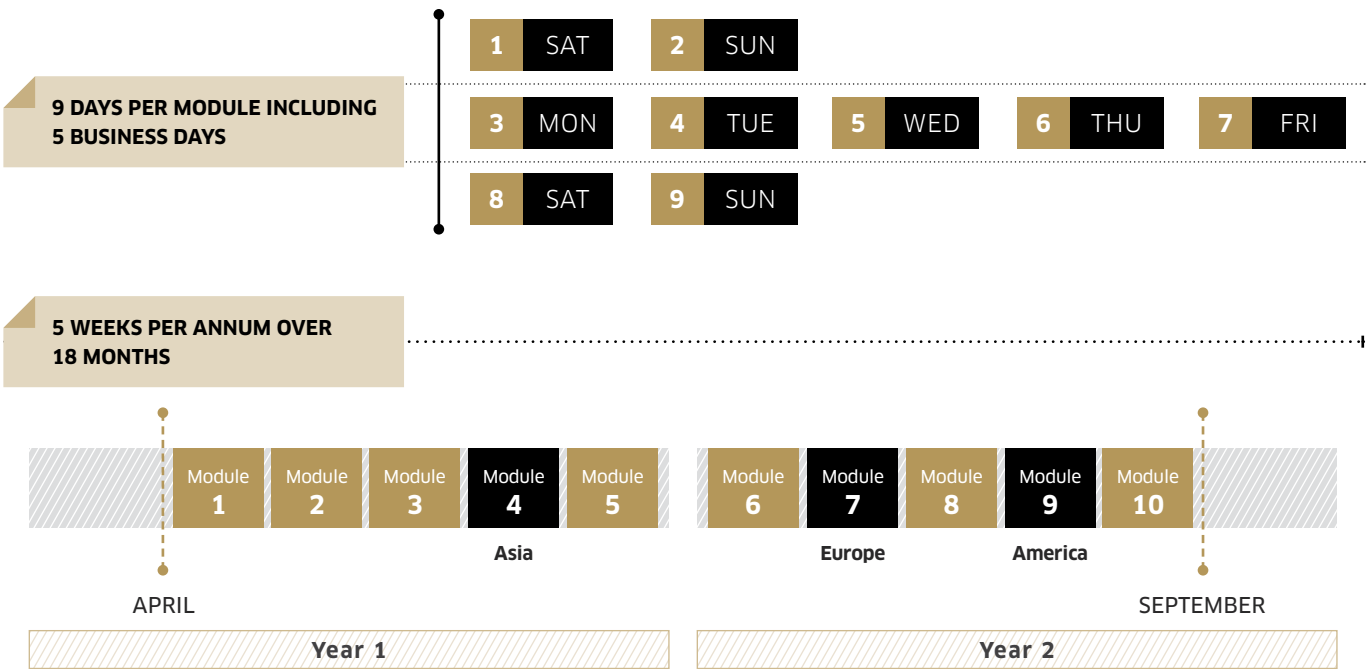
DEAN, MELBOURNE BUSINESS SCHOOL  
CO-DEAN, FACULTY OF BUSINESS AND  
ECONOMICS, THE UNIVERSITY OF  
MELBOURNE

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“Melbourne Business School attracts some of the brightest business academics from across the world, who have graduated from institutions like Harvard, Yale, Stanford, MIT and Cambridge. These faculty members offer our students a quality of teaching and research that is truly world-class.”



# Program Structure



	April	June	August	October	December
	Module 1	Module 2	Module 3	Module 4	Module 5
Year 1				INDUSTRY STUDIES IN ASIA	
	Leadership and Change Data Analysis Marketing Executive Skills Workshop/Seminar	Organisational Behaviour Accounting I Global Business Economics Executive Skills Workshop/Seminar	Economics of Strategy Managerial Judgement Finance I Executive Skills Workshop/Seminar	Strategy Consulting Project in Indonesia Company Visits Expert Guest Speakers	Accounting II Ethical Leadership Managing Human Capital Executive Skills Workshop/Seminar
	January	March	May	July	September
	Module 6	Module 7	Module 8	Module 9	Module 10
Year 2		INDUSTRY STUDIES IN EUROPE		INDUSTRY STUDIES IN USA	
	Finance II Operations Business Strategy Executive Skills Workshop/Seminar	Residential at WHU, Koblenz Innovation Studies European Business Models Company Visits	Brand Management Negotiations Implementation of Strategy Executive Skills Workshop/Seminar	Residential at University of California - Berkeley Leadership and Technology Studies Silicon Valley Company Visits	Mergers & Acquisitions Leading at the Top in Transformational Times Corporate Governance Executive Skills Workshop/Seminar

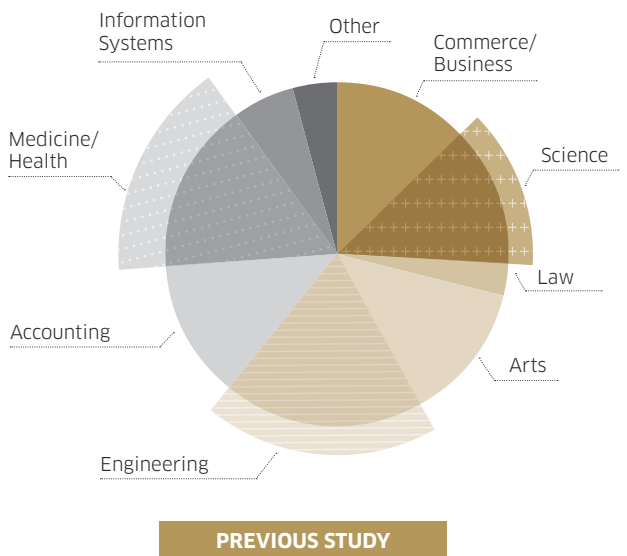
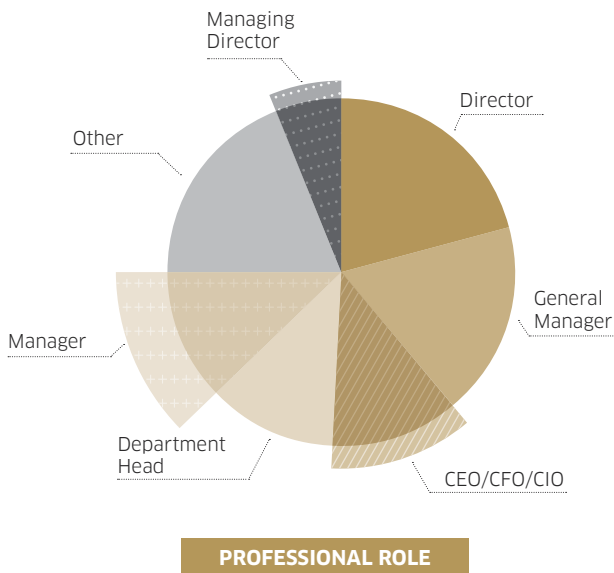
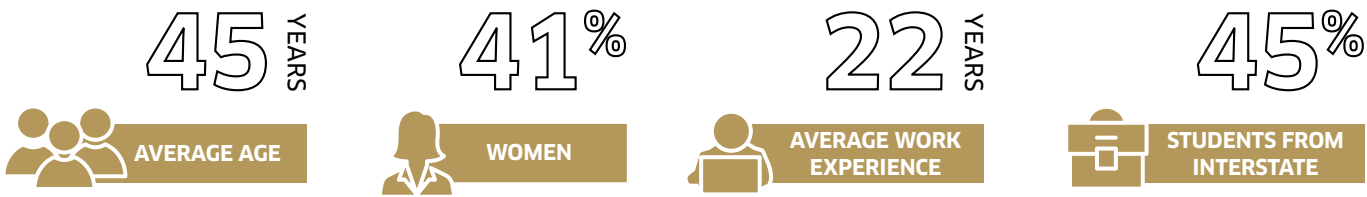
\*Topic areas subject to change

Shaping an agile and innovative culture with the right organisation structure and leadership has been key to our success in China’s dynamic and highly competitive market.



**JACKIE ROBB**  
CHIEF OPERATING OFFICER AT CHEMIST WAREHOUSE  
SEMBA GRADUATE

# Typical Class Profile





# Global Experience

The Senior Executive MBA program includes three overseas modules, in Asia, Europe and America. Despite all the talk about globalisation, the reality remains that business is done very differently in different parts of the world. It's contingent on location, culture and institutional evolution.

The first module, in Southeast Asia, is a consulting project, delivered to the CEO and senior management of a major business. It also includes site visits and lectures on the region's business and policy realities.

The second module is delivered by our partner school at WHU in Koblenz, Germany, and focuses on innovation. Alongside lectures and discussions, it immerses you in the region through a series of site visits.

The final module is delivered by our colleagues at UC Berkeley. It focuses on innovation and strategy and is very different to the Koblenz experience. There, the focus is on precision, automation and long-term planning. In Silicon Valley, it's all about big risk takers and the 'fail fast' mantra, highlighting why CEOs need to understand the many different approaches to creating businesses for the future.



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The SEMBA is a perfect fit for both my career and development objectives. The modular approach allows me to focus intensely during the residential weeks and maximise my learning, whilst enabling me to minimise the impact on my day to day responsibilities between modules.



**ASHLEY GARDNER**  
CFO AT ADAIRS GROUP  
SEMBA GRADUATE



**RACHEL WATSON**  
CEO GROUP SERVICES  
PACIFIC HYDRO PTY LTD.  
SEMBA GRADUATE

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Working in cross-functional and cross-cultural teams requires flexibility and an open mindset. The challenges of this program help develop and enhance those capabilities.

## Applications

Approximately 40 people will be selected for each annual intake. Successful applicants should possess:

- An undergraduate degree
- A minimum of 10 years' full-time executive experience
- A demonstrable record of executive achievement

Careful consideration is given to all the information provided in the application form. The Senior Executive MBA Selection Committee will base its judgement on a wide range of criteria including managerial progress, leadership potential, academic aptitude, interpersonal skills, maturity, motivation and the ability to work in groups and contribute to syndicate activities.

Admission to the Senior Executive MBA program is highly competitive. Meeting minimum entry criteria does not guarantee an offer to the program.

Applications are assessed in a series of rounds during the year; early applications to the program are encouraged.

### Fee and Financial Assistance

For full information of fees and scholarships please refer to [mbs.edu/SEMBA](https://mbs.edu/SEMBA).

## Scholarships

A small number of partial scholarships are available for the Senior Executive MBA program, particularly for applicants from under-represented groups who can demonstrate the value they would bring to the class. As a guide, these scholarships generally range from AU\$10,000 to AU\$15,000. Applicants who wish to be considered for a scholarship simply need to enter this information when completing their online Senior Executive MBA application. The Senior Executive MBA Selection Committee will review all requests and scholarships will be granted based on merit.

The Dean's Women and Management Scholarship award requires a separate application; details are available online.

## CAMPUS LOCATIONS:

### HEAD OFFICE

#### CARLTON

200 Leicester Street  
Carlton VIC 3053  
Australia  
T: +61 3 9349 8400

### KUALA LUMPUR

Unit A-22-8 Menara UOA  
BangsarJalan Bangsar Utama  
Bangsar Kuala Lumpur 59000  
Malaysia

ABN 80 007 268 233 CRICOS 00116K

## CONNECT WITH US



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## JOIN US

If you would like to discuss any aspect of the program,  
please contact the Admissions office:

**T: +61 3 9349 8200 | E: [mba@mbs.edu](mailto:mba@mbs.edu)**

**[mbs.edu](http://mbs.edu)/SEMBA**