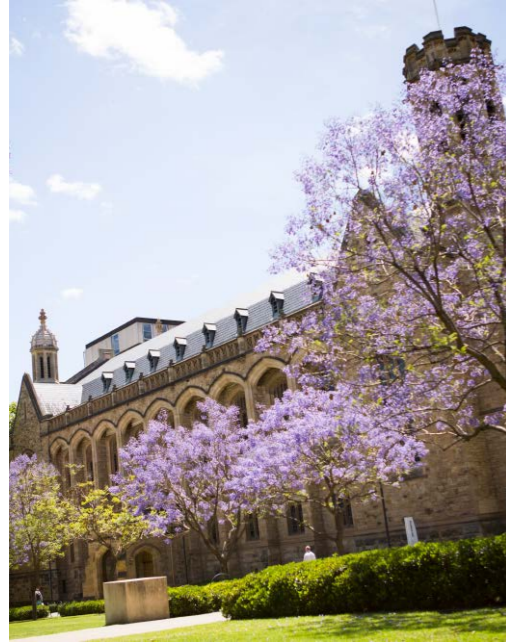


MBA

2019
2020



THE UNIVERSITY OF ADELAIDE

By every measure, the University of Adelaide - a member of Australia's prestigious Group of Eight research-intensive universities - stands tall among the world's leading institutions of learning and innovation.

The clearest indication of this is our consistently high rating by the most respected international assessment bodies - QS World University Rankings, Times Higher Education and Shanghai Jiao Tong's Academic Rankings of World Universities (ARWU) - all consider us one of the top 1% of universities worldwide, and the top university in our state.

We are equally proud of the fact that the vast majority of our research is rated 'above or well above world standard' by the Australian Research Council's Excellence in Research Australia.

We count among our distinguished alumni: five Nobel Laureates, over 100 Rhodes Scholars, a Supreme Court judge and Australia's first female Prime Minister. Many of our staff and teachers are internationally recognised leaders in their fields. And we attract a diverse student body of over 27,000 from more than 90 countries.

RANKINGS AND ACCREDITATION

Ranked in the

TOP 1%

OF UNIVERSITIES WORLDWIDE

114

QS WORLD RANKINGS

135

TIMES HIGHER EDUCATION RANKINGS

139

ARWU RANKINGS

<https://www.adelaide.edu.au/about/world-rankings/>

The only

GROUP OF 8

MBA PROGRAMME IN SINGAPORE



Founded in

1874

One of Australia's oldest and most well-known Universities.

The Adelaide Business School is accredited by the

ASSOCIATION OF ADVANCED COLLEGIATE SCHOOLS OF BUSINESS



University of Adelaide has produced

109 | 5

RHODES SCHOLARS

NOBEL LAUREATES

Adelaide MBA has been in Singapore since

1998

The Adelaide MBA is the Business School's flagship programme.

Ranked in the

TOP 5



MBA PROGRAMMES IN AUSTRALIA

according to the Financial Review BOSS MBA Rankings 2017, and holds a five star rating through the Graduate Management Association of Australia (GMAA).

<https://www.mbanews.com.au/mba-rankings/>

THE Ngee ANN KONGSI

The Ngee Ann Kongsi is a foundation that is actively involved in educational, cultural and welfare activities in Singapore. Founded in 1845 to look after the religious and welfare needs of Teochew immigrants in Singapore, The Ngee Ann Kongsi has evolved to become a significant contributor towards the enrichment of Singapore society. Its landmark buildings, premier educational institutions and cultural initiatives have touched many generations of Singaporeans.



NGEE ANN ACADEMY

Ngee Ann Academy (NAA) is a wholly owned subsidiary of Ngee Ann Education Holdings which is, in turn, a full-fledged subsidiary of The Ngee Ann Kongsi.

At NAA, students get high quality academic support from the university's teaching faculty and other professional support services to help them throughout their study with us.

Our teaching facility is located within Ngee Ann City in the heart of Orchard Road. The classroom facilities and student lounge are designed with the students in mind and offer a conducive environment for both learning and social interaction. Our classrooms are equipped with high-impact touch display technology to provide high quality, effective presentation that enhance learning and interaction between lecturers and students.



VISION AND MISSION

At NAA, we aim to be an exceptional institution for developing well rounded individuals who are committed to making positive contributions to society.

Our mission is to provide high quality education and training to help individuals advance their knowledge and skills so as to realise their maximum potential.

MASTER OF BUSINESS ADMINISTRATION

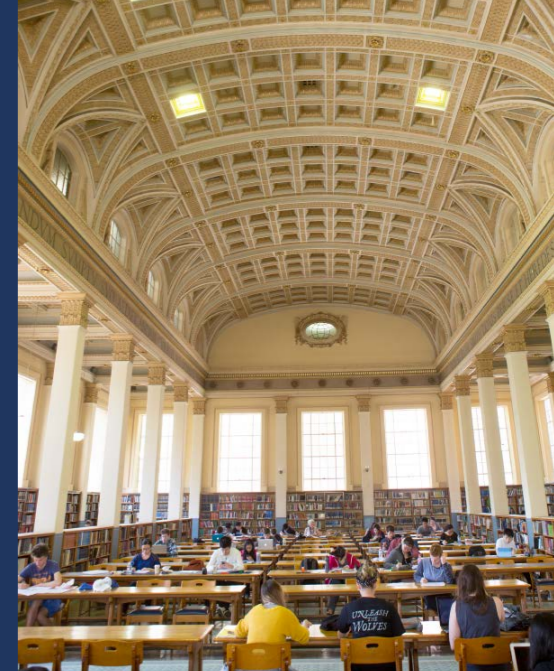


FLEXIBLE STUDY OPTIONS

The Adelaide MBA has been designed with maximum flexibility to suit the needs of working professionals. Students can vary the number of courses they undertake in each term (every quarter). This gives students the option to speed up the progress of their studies.

The MBA also offers multiple entry points, meaning students can apply at any time during the year to be considered for the next intake. There are four terms in each year, commencing in January, April, July and September.

Programme Duration:
MBA – 24 months part-time; GCBA – 6 months part-time



STUDY PLAN

Master of Business Administration (MBA)	Graduate Certificate in Business Administration (GCBA)	Fundamentals of Leadership (3 units)
		Marketing Management (3 units)
		Accounting for Managers (3 units)
		Systems Thinking for Management (3 units) ¹
	Master of Business Administration (MBA)	Managerial Finance (3 units)
		Economics for Management (3 units)
		Managing Contemporary Organisations (3 units)
		Managing in a Global Context (3 units)
		Strategic Management (3 units)
		Research for Decision Makers (3 units)
Social Enterprise Project (6 units)		

¹MBA students may choose between Systems Thinking for Management (3 units) or Negotiation Skills (3 units).

ENTRY REQUIREMENTS

Qualifications

Master of Business Administration:

- A Bachelor's degree or equivalent with 2 years of relevant working experience; or
- Applicants who have successfully completed the GCBA (Graduate Certificate in Business Administration).

Graduate Certificate in Business Administration:

- A Bachelor's degree or equivalent with 2 years of relevant working experience; or
- Matured applicants who are at least 30 years of age with 8 years of relevant working experience.

English Language Requirements

Applicants with a degree that was not completed in English must have a minimum IELTS of 7.0 overall with no less than 6.5 in any band or equivalent.

Fees

Master of Business Administration Total Programme Fee	SG\$36,240
Graduate Certificate in Business Administration Total Programme Fee	SG\$12,080
Application Fee	SG\$100
Administration Fee	SG\$200

All fees are subject to prevailing GST. Programme fees are payable on a per module basis.

PROGRAMME DETAILS

The University of Adelaide's Master of Business Administration (MBA) degree is widely recognised for its high quality and rigour, and equipping students with lifelong skills in leadership.

All courses are delivered in an interactive, face-to-face environment conducive to adult learning, and provide learning experiences in a variety of teaching formats.

COURSE DESCRIPTIONS

Fundamentals of Leadership

In Fundamentals of Leadership, we will identify the challenges of leadership in the second decade of the 21st century. We will explore habitual responses to many modern challenges and identify why they often do not work (John Kotter, a leading scholar on Change suggests that around 75% of change initiatives fail). We will explore other responses and use the classroom to help us to understand the role of culture, systems, authority and leadership in people-based change. Positioned at the beginning of the MBA, Fundamentals of Leadership encourages you to think about the nature of what you will study over the whole Programme. It also encourages you to explore and develop personal skills central to leadership. By exploring self-awareness and developing a personal leadership philosophy students will be well placed to broaden their understanding of other individuals and social groups at work.

Marketing Management

Marketing lies at the core of all business. Whatever the character or size of your entity, its profit can come from only one place; the marketplace. All businesses are dependent on the income they earn from their customers, clients or buyers. In most larger businesses, it is marketing managers who are primarily responsible for keeping their company close to its customers. In any case, all those who have a direct responsibility for identifying, reaching and satisfying customers are engaged in marketing and everybody in a business needs to understand its marketplace activities. This course offers a complete introduction to professional marketing thought and action. The course explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities. There

is assessment of buyer behaviour and the role of market information. In addition, the course explains how to integrate product and service decisions with those on pricing, distribution and promotion – and why this is necessary.

increasingly sophisticated level of understanding of the language of accounting and its key concepts. In addition, the course develops skills in interpreting earnings statements, balance sheets, and cash flow reports. This ability to analyse financial statements will enable participants to deal more effectively with strategic options for their businesses or business units. Strong foundations in financial analysis and development of crucial basic accounting skills will also enable participants to develop a management accounting focus. From this second phase of the course, students will take away highly relevant skills in areas such as budgeting, product and service costing and short-run decision making. Such skills, ability and knowledge will enable participants to more effectively identify profitable opportunities and to contribute significantly to better management within their own organisations.

Systems Thinking for Management

Many of today's complex challenges cannot be tackled with the narrowly-focused, unconnected thinking of the past. Managers must make decisions and take action in complex environments in which finance, economics, markets, people and nature are interconnected and interdependent. In addition, this messy interconnectedness blurs the boundaries between organisations, communities and fields of expertise, nothing is neat and tidy. This course will introduce you to the world of systems and systems thinking. We will consider the merits of looking at wholes, rather than unconnected parts, and we will explore ways in which managers can make use of the nature of systems, even in complex, unpredictable environments, to influence outcomes in a more profound way than can be achieved with linear or mechanistic thinking.

is assessment of buyer behaviour and the role of market information. In addition, the course explains how to integrate product and service decisions with those on pricing, distribution and promotion – and why this is necessary.

Accounting for Managers

Participants in this course will develop the essential ability of all managers, to use complex accounting information as a platform for decision-making. As the course unfolds, participants will build an

STUDY OVERSEAS

Student Exchange

The University of Adelaide has developed student exchange links with a number of overseas institutions in Europe and the UK. These programmes are suitable for students who wish to study overseas for a short term exchange where credits will be earned towards their University of Adelaide degree.

Inbound Trimester

Students studying in NAA may wish to head over to Adelaide for a trimester. Students may enrol for 3 or 4 courses, with options to select cross-disciplinary courses.

Summer School

Each year, the University of Adelaide offers a range of intensive courses that are taught during the term breaks as part of its Summer School Programme.





Private Education Act / EduTrust Certification Scheme

The Private Education Act was legislated in December 2009 to strengthen the existing registration framework and enforcement provisions of Private Education Institutions (PEIs).

The Committee for Private Education (CPE) is a statutory board established under the Private Education Act with legislative powers to regulate the private education sector more effectively and uplift the quality of private education in Singapore. Under the Enhanced Registration Framework (ERF), all Private Education Institutions (PEIs) must be registered with the CPE before they are allowed to commence operations.

A quality assurance framework known as EduTrust Certification Scheme (EduTrust), was also introduced. It assesses a private school's academic processes, corporate governance and administration, quality management and the protection and welfare of students; and aims to recognise private schools that are able to consistently maintain a high standard of quality in the overall provision of education services and make continual improvements that lead to positive student outcomes. Ngee Ann Academy has been awarded the EduTrust certification by the CPE.

For more information on studying in a PEI in Singapore, you may visit the CPE's website at: www.cpe.gov.sg

Refund, Transfer & Withdrawal Policies

For detailed information please refer to our website: www.naa.edu.sg

Fee Protection Insurance Scheme

NAA adopts a compulsory Fee Protection Scheme (FPS) to ensure that fees paid by students to the school are insured by a CPE-appointed service provider. FPS insurance premiums are paid by Ngee Ann Academy, unless otherwise stated in the Student Contract which has to be paid by the student separately. For details on the Fee Protection Insurance Scheme, please refer to our website at www.naa.edu.sg

Negotiation Skills

The purpose of this course is threefold. The first is to explore the major concepts and theories of negotiation, as well as the dynamics of interpersonal and intergroup conflict and its resolution. This will involve studying the structural (e.g. parties, positions, interests) and process (cognitive, interactional) dynamics that are required for a sound critical understanding. The second objective is to develop practical skills applicable to a broad range of contexts. This involves direct training in identifying crucial elements of negotiation situations and implementing appropriate resolution strategies. The third objective is to develop teamwork skills by working within and through group exercises.

Managerial Finance

This course introduces you to the world of modern finance, especially to the financial operations of businesses. It covers the concepts of time value of money, asset valuation, risk and return paradigm, capital budgeting, financing, payout decisions and derivatives. Upon completion, students will be able to value bonds and stocks, estimate asset returns according to their risk characteristics, choose projects that maximise shareholder's wealth using a wide range of analytical tools. They will also develop a good understanding of how firms finance their capital expenditure on their investment and the levels of dividends and other payouts for their shareholders. Finally, students will gain a basic understanding of derivatives such as options and futures and apply them for sound risk management practices.

Economics for Management

This course provides an introduction to economic thinking and its relevance and application to

managing organisations. The first part of the course deals with microeconomic issues such as consumer choice and the structure of markets, including perfect competition, monopoly and oligopoly, and the competitive regulatory environment. The second part deals with macroeconomics such as the determinants of the aggregate level of output and employment, and elements in the determination of macroeconomic policy including interest rates, inflation and foreign trade and capital flows. The focus of the course is on fundamental tenets of economics in relation to current issues and their implications for managers and competitive organisations.

Managing Contemporary Organisations

This course exposes students to some key influences and perspectives on the management of organisations. Its focus is primarily on human issues that affect and are dealt with by managers day-to-day. The course is an extension of "Fundamentals of Leadership" and provides the background and theoretical framework for more advanced studies in business management. Some of the topics addressed may, at first, seem somewhat theoretical or even 'philosophical' in nature, but the whole course is designed to provide students with the foundation for practical action in the field. The ability to analyse and to think clearly and independently about these issues will be the basis of effective action. Managing Contemporary Organisations begins by examining the nature of 'organisation' as an 'open system'. We then look at the management challenge in relation to various facets of the organisation – learning, motivation, politics, performance, ethics, culture, innovation, decision-making, structure and change. Throughout the course, there is an emphasis on thinking about and asking important questions, rather than fixing on 'right' answers.

Managing in a Global Context

This course will prepare you for a leadership role in the globalised world. It provides an overview of the diversity and complexity of the global environment and how that environment affects local, national and international organisations. It introduces core theories and frameworks that guide systematic thinking about aspects of economic, institutional, and cultural diversity across and similarity between countries that matter in the context of managing a contemporary organisation. It will help you to develop a managerial global mindset and acquire skills to leverage this diversity and similarity for value creation in the organisational context. You will learn to identify challenges and opportunities brought about by globalisation, generate insights necessary to manage them successfully, and build skills needed to become a successful leader in the global environment.

Strategic Management

Strategic management is concerned with the long-term direction, scope and performance of an organisation. As such it draws on other disciplines (e.g. marketing, finance, economics, organisational behaviour) already covered in the MBA. Whether the overall 'strategy' of an organisation emerges from the interplay of functional departments or is a 'grand plan' devised by one group, its implementation takes place at the functional/process level where goals, plans and actions need to align with other departments as part of a coherent orientation. Hence all managers need to understand how their roles and functions are part of the overall strategy of the organisation.

Research for Decision Makers

This course is designed to develop skills in designing, conducting and evaluating action research in the

context of management practice. Action research is a methodology commonly used by management practitioners to affect change. It is an iterative, cyclical, collaborative approach to identifying, critically and reflectively analysing, evaluating and synthesising data in relation to a given problem or question. Practitioners are simultaneously learners, researchers and agents for change. This approach is particularly useful when dealing with complex and complicated systems as it allows practitioners to respond to the emerging and changing needs as the situation changes with each iteration of the process. Students will consider leading theories in this field, the relationship between action research and other common business research methodologies and the

relationship between action research and complexity and systems theories.

Social Enterprise Project

This research project will be planned and undertaken collaboratively and reported on and evaluated individually. It will draw on all the knowledge, insights and capabilities developed in the previous courses of the Adelaide MBA. Each project group will have an academic supervisor who will ensure all the individuals in that group contribute to designing, generating and evaluating a Social Enterprise Acton



Applications

Visit our website to download the application form or contact our Admissions team at:

- admissions@naa.edu.sg
- www.naa.edu.sg or
- scan the QR code on the back page!

research project. All projects must be designed to conceive, establish, refine or grow a social enterprise which will operate commercially while addressing a social problem or opportunity. The emphasis will be on systems awareness and identifying enduring, holistic solutions, rather than short-term fixes. Students will be required to investigate, analyse and synthesise complex concepts and theories and to argue propositions, methodologies, conclusions and professional decisions with reference to relevant theory. That is to apply the learning gained from previous courses in the MBA.





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in linkedin.com/company/ngeeannacademy/

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This brochure contains key information, accurate as at time of print in December 2018.
For the most updated and complete corporate and programme information, refer to our website at www.naa.edu.sg.
NAA and the University of Adelaide reserve the right to change the information, including fees, herein at any time.