

Graduate Diploma of Business Administration (Executive)



Pathway to MBA (Executive)

Incorporating: Graduate Certificate of Business Administration (Executive)

Location:

MAV Offices
60 Collins Street
Melbourne

Duration:

2.5 years part-time: including the Graduate Certificate

Entry requirements:

- A recognised bachelor degree as well as three years of relevant experience at an appropriate level
- Note: This program is only available to employees, members and councillors of MAV member councils.

2017 indicative course fees:

- \$3875 per 12.5-credit-point unit of study
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Fees are reviewed each year and may increase without notice.

Postgraduate study

Swinburne's Graduate Diploma program, developed in consultation with the Municipal Association of Victoria (MAV), offers the opportunity to acquire contemporary management knowledge and skills together with the ability to apply that knowledge in an innovative and creative way to the local government sector. You will be equipped with the business management knowledge to lead global, multidisciplinary teams in executive-level managerial roles. Far beyond that, you will be able to confidently create a culture of creativity and spearhead innovation within your organisation to sustain a competitive edge.

With design thinking inculcated as habit, developing an idea, commercialising it and sustaining growth will become second nature.

In consultation with MAV, this program has been designed to build leadership and management capacity to better prepare you to engage and deal with the opportunities and challenges presented in your council, your community and beyond. The program is delivered by experienced practitioners and academics, in interactive classes with lively debate and rigorous discussion. Industry input into the program structure and content ensures students are exposed to realistic situations.

Career Opportunities

Given the current context in which councils operate, demand is high for strategically astute, outcome-focused and innovative practitioners who can demonstrate business acumen as it applies to the local government sector. This program provides an avenue for graduates to gain theoretical and practical management skills, enhance their leadership capabilities and improve performance. Completion of the program will also contribute to the improvement of your career during and after your local government employment.

Swinburne-MAV partnership

The Swinburne and MAV partnership offers a Graduate Diploma of Business Administration (Executive) program designed specifically for employees and councillors of MAV member councils. This program offers participants an opportunity to build their competencies in leadership, governance and strategy. It is ideal for those wishing to enhance their performance and build capability for the future.

About Swinburne

Swinburne was established in 1908 to provide opportunity through education. Today we are leaders in science, technology, innovation, business and design. We are an innovative and inclusive university providing high-quality, career-oriented education and strong engagement with industry and the community. These links complement innovative research centres and beneficial international partnerships. Our aim is to provide you with opportunities that will make a difference to your future. We help our students to achieve their learning goals, their job readiness and their career prospects. We employ only highly qualified and credentialed staff, with relevant knowledge and experience in the fields they teach. Swinburne was ranked in the top 400 research-intensive universities in the world (top 3 in Melbourne) by the Academic Ranking of World Universities 2015.

About Swinburne Professional

At Swinburne, we believe that to build a successful future, you need the combination of broad impartial knowledge paired with practical learning. Our purpose is to provide practical, relevant and contemporary professional development programs specialising in leadership and management, coaching and business skills. We apply the best of Swinburne's academic knowledge to deliver learning and development programs that build capability and deliver results. Our programs are as dynamic and diverse as the challenges faced by leaders and managers in today's business landscape.

About MAV

The Municipal Association of Victoria (MAV) is a driving and influential force behind a strong and strategically positioned local government sector. MAV is the legislative peak body for Victoria's 79 councils. Formed in 1879, it has a long and proud tradition of supporting councils and councillors.



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Look Further.
Work Smarter.

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Unit of Study Outlines

Graduate Certificate units

ENT60009 Opportunity Discovery, Creativity and Design

This unit provides the fundamental knowledge base and skills necessary for anyone wishing to study or work as an innovator and/or entrepreneur. The processes and evaluation techniques taught in this unit can be applied to entrepreneurship and innovation in any context: new businesses, existing businesses (small or large), not-for-profit, public service. The unit aims to critically reflect on real world innovations and entrepreneurial practice using key ideas, concepts, models, procedures, tools, methods and literature in the innovation and entrepreneurship disciplinary environment. Design and discovery principles are applied in order to discover and test product-market fit. .

MKT60006 Strategic and Entrepreneurial Marketing

This unit will adopt a general management perspective, and explores how marketing contributes to corporate strategy and how marketing influences and is influenced by other functions within the organisation. Students will learn to be effective members of entrepreneurial teams, to comprehend a world characterised by uncertainty and change, and to identify and evaluate opportunities.

ACC60002 Accounting Information and Managerial Decision Making

The aim of this unit is to provide students with the capacity to manage the finances of an organisation as well as to communicate financial decisions. Students are provided with the capacity to use financial information systems to inform decisions across a business.

ORG60001 Leading

This unit aims to provide a strong insight into and experience of leading, following and working in cross-functional and cross-cultural teams. It entails an understanding and experience of teamwork as the key to working with the complexity of contemporary business and enterprise, whether global or local.



Graduate Diploma Units

FIN80014 Business Finance and Quantitative Analysis

This unit deals with the financial uncertainties of the future. The principal objective of the unit is to foster a robust financial awareness in students and enable them to make informed investment and financing decisions for sustainable value creation. This unit aims to foster an understanding of the financial techniques necessary for correct evaluation of a firm's financing and investment options. It is intended to create appropriate practical skills of seeking out information, looking at a problem from the perspectives of leadership challenges, marketing imperatives, technological changes, strategic fits, and financial prudence, and engaging into meaningful debate on those issues.

BUS80022 Delivering Innovation and Other High Risk Strategies

This unit is designed to address delivering high-risk strategies for Australian businesses. Australian corporations generally manage strategic risk very poorly. This can easily be seen in their well-documented low rates of innovation. However, the situation is worse than the numbers suggest. Many companies that do innovate, mainly do so off-strategy. That is, internal processes prevent them producing innovations that will further their strategic objectives. Instead, the companies employ innovative methods to find new opportunities that don't interact in any way with their existing businesses. This unit will give students the ability to undertake high risk decisions in a structured framework.

ECO60003 Managerial Economics

Understanding economic principles is an essential skill for competitive advantage. This unit provides the core concepts of price theory and microeconomics for professional managers. It provides students with the knowledge of rational micro- and macro- frameworks that are necessary for understanding how the economy works and the rationale for government intervention.

INF80007 Business Information Systems for a Rapidly Changing World

This unit examines the major issues facing managers in the effective use of information technology in contemporary organisations. In particular, it will focus on how to ensure that investments in Information Technology (IT) and information systems (IS) are aligned with business goals and objectives during times of rapid technical change and economic uncertainty. Strategically managed, Information Technologies and business information systems are an important source of competitive advantage. At the same time, advances in IT are having a profound impact on our concept of where and how work is performed, and who performs it. This poses both challenges and opportunities to modern managers.

"The course is well worth the investment as the knowledge gained sets you up for further advancement throughout your career. The greatest benefit to Local Government employees is the learning alongside colleagues for further advancement within the industry. Would highly recommend to those interested in progressing within the Local Government sector."

- Course Participant

The information contained in this flyer was correct at the time of creation (Nov 2017) but is subject to alteration or amendment without notice by Swinburne.
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