NYU Stern & Melbourne Business School

Doing Business in Australia
B86.3304.0A

Melbourne, Australia
January 2007

Dates

• Tuesday, December 5, 2006 (5:00-5:45 p.m.)
  o Mandatory Pre-Departure Class Session at Stern
• Sunday, January 7, 2007 – Friday, January 19, 2007
  o 13-day program, including 10 days of academia and 2 days of non-academic programming (and 1 free day)

Course Description

This course gives an overview of doing business in Australia, including an introduction to the Australian economy, history and culture. Lectures and seminars on a wide range of functional areas draw out some differences between this region and other regions, particularly North America. Three Australian industries are highlighted: wine, sports and biotechnology. The course includes lectures, case studies, guest lectures, company visits, projects and cultural events.

The course structure includes lectures, case studies, presentations and discussions led by Melbourne Business School faculty experts; visits to companies; faculty debriefing on visits and speakers; final project; local cultural events. Students will receive 3 credits from Stern for their participation in the course.

Course Requirements

• Attendance to all lectures, presentations and site visits in Melbourne during the academic program.
• Active participation in class debates and cases.
• Complete the minor assignment, which will consist of a group of students being given a specific topic to research prior to arriving in Australia. Topics might include questions as diverse as “Summarize Australia’s trade relationship with China” or “Describe and analyze the tall poppy syndrome.” Deliverables will be a 15 minute presentation during Day 1 of the course and 5 PowerPoint slides, due a week before the course starts. Groups will be asked to email their slides to the MBS course director. The slides must include at least three good website references for further information. All students will be given a copy of all slides on Day 1 of the subject – providing them with an overview of key aspects of Australian culture and society.
- Complete the major project, which will involve choosing an industry and/or specific company (possibly but not necessarily using one of the industries or companies studied during the course), researching and answering the following questions:

What would this company (or a company in this industry) have to do differently in Australia versus the United States? Projects should include some mention of issues that would arise with employees and employment practices, brand and marketing strategies, managing operations/logistics and alliances. Do you believe that there is a large market opportunity in Australia for this company/US companies in this industry? Why or why not?

Deliverables will be a project report of approximately 10 pages (not including tables, charts and appendices) and a project presentation.

The course is graded on a Pass/Fail basis. Students must receive the equivalent of a grade of “B” or better to pass the course. An acceptable grade would be a grade of H2B or better (70% or more) as being equivalent to a grade of 80% or better at Stern. Failure to meet attendance and deliverable requirements will result in a failing grade.

**Course Materials**

Materials will consist of articles and case studies which will be provided to students in advance of the course start date via a class website and/or as hard copies through Stern.

**Mandatory Pre-Departure Class Session**

A mandatory pre-departure class session will be held on Tuesday, December 5, 2006 from 5:00-5:45PM at Stern to meet in study groups, review logistics, and discuss pre-trip work.

**Grading:**

Melbourne Business School professors will grade the students based on the following:

- 25% first assignment
- 60% second assignment
- 15% class participation and class attendance*

*Please be advised attendance is mandatory at all classroom lectures and corporate visits. Failure to attend these sessions will result in a failing grade.

**Study Groups:** Pre-assigned before December 2006 departure meeting in groups of 4-5 students.

**Access to computer labs, library and research facilities:**

During the program, students will have full access to all facilities including computer labs, the School’s wireless network, library and library databases. The School will ensure students have access to computers during the evenings to allow for completion of project work.
<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday, January 7</th>
<th>Monday, January 8</th>
<th>Tuesday, January 9</th>
<th>Wednesday, January 10</th>
<th>Thursday, January 11</th>
<th>Friday, January 12</th>
<th>Saturday, January 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>Students arrive at the School by 2pm.</td>
<td>Class: Economic history of Australia (2 hours)</td>
<td>Class: Australia’s economy, social environment and political climate (3 hours)</td>
<td>Class: International brand management (3 hours)</td>
<td>Class: Legal aspects of doing business in Australia (3 hours)</td>
<td>Class: Focus on the wine industry (3 hours)</td>
<td>Optional trip to beach (transport included)</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Welcome Tour of Melbourne</td>
<td>Introduction to Australia briefings: presentation of minor assignment results (2 hours)</td>
<td>Independent project work</td>
<td>Independent Project work</td>
<td>Company visit: TBA (2 – 3 hours)</td>
<td>Optional winery visit/tour (transport included)</td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>Welcome BBQ</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday, January 14</td>
<td>Monday, January 15</td>
<td>Tuesday, January 16</td>
<td>Wednesday, January 17</td>
<td>Thursday, January 18</td>
<td>Friday, January 19</td>
<td>Saturday, January 20</td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>Free Day</td>
<td>Class: The business of sports. Marketing and sponsorship (3 hours)</td>
<td>Class: Australia’s bio-tech industry (3 hours)</td>
<td>Class: Negotiating across cultures (3 hours)</td>
<td>Class: Australia’s place in the regional economy (3 hours)</td>
<td>Independent Project work</td>
<td>Departure from MBS</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Visit: Day 1 of Australian Open tennis (2 - 8 hours)</td>
<td>Visit: biotech company/institute and guest speaker TBA (2-3 hours)</td>
<td>Independent Project work</td>
<td>Independent Project work</td>
<td>Project presentations (3 hours)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td></td>
<td>Aboriginal cultural event</td>
<td></td>
<td></td>
<td>Farewell dinner</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Please note that the program outline is tentative and subject to change.*
Faculty:

Professor John Onto (Program Director)
PhD (Ariz) BCom MBA

John Onto joined Melbourne Business School in early 1995 following his return from the United States where he was for eight years on the faculty of the business school at Georgetown University as a Distinguished Professor in Management.

While at Georgetown he was variously Associate Dean for Graduate Business Studies and Director of the Center for International Business & Trade. In this latter role he developed and conducted conferences and executive development programs in international business.

In 1995, John was BP Visiting Professor of International Management at UFSIA in Antwerp, Belgium. In 2000 he was for three months a visiting professor at Freiberg University in Germany.

In addition to the USA, John has designed and led programs in international business and negotiations in Australia, Belgium, France, Germany, New Zealand, Trinidad and Mexico.

Formal qualifications include B.Com. MBA (Melbourne University) and Ph.D. (Arizona State).

Within MBS, John teaches the MBA subject, Negotiations - Process and Strategy and Industry Studies in Asia. He is also active in the School’s executive development programs and consults to a range of corporations in the field of negotiations and international business.

John is a Director of Texas Utilities (Australia) Pty Ltd. He is a member of the advisory board of a private investment company and principal of his own consulting practice which specialises in executive development, in particular in the field of negotiations and general management.

Associate Professor Mark Ritson
PhD Marketing (Lancaster)

Mark Ritson began his career as an Assistant Professor of Marketing at the Carlson School of Management, University of Minnesota and then went on to join the London Business School in 1999. Professor Ritson was among the highest rated instructors at LBS and taught both the Marketing 'core' of the MBA program and Brand Management, his specialist area. In 2002 he was awarded the Best Teacher Prize at LBS.

Mark's research focuses on marketing communication and branding. In 1995 he was awarded the Best Paper prize by the European Marketing Academy for his work on Advertising Literacy. He was also the recipient of the 2000 Robert Ferber Award, one of the most prestigious awards in marketing, for his article "The Social Uses of Advertising". He writes a weekly column for Marketing, the UK's leading trade magazine, and is currently shortlisted for the PPA Columnist of the Year award.

Mark also works extensively as a consultant on branding and marketing for some of the world's leading organisations. His clients include McKinsey, Roche, HSBC, Zenith Optimedia, adidas,
Ogilvy, 3M, Bacardi Martini and Deutsche Bank. For the last three years he has been the brand consultant for LVMH in Paris and London.

**Associate Professor Mark Crosby**  
BEC (Hons) (Adelaide), MA (Queen's), PhD (Queen's)

Mark has an active research agenda across the areas of international macroeconomics, business cycle behaviours and political economy, and he has published widely in these fields. In addition to articles in an impressive list of economics journals, Mark is the co-author of the principle intermediate macroeconomics textbook used in Australia.

Prior to joining Melbourne Business School, Mark was an academic economist at several institutions including The University of Melbourne, The University of New South Wales and at The University of Toronto.

Mark’s extensive consulting experience includes work with the Monetary Authority of Singapore, the World Bank and BHP-Billiton. He has also worked in the Australian Treasury, and has acted as a Research Fellow at the Hong Kong Institute for Monetary Research.

**Professor Ian Harper**  
BEC Hons (Qld), MEc PhD (ANU)

Ian Harper is one of Australia’s most distinguished academic economists. He has worked closely with governments, banks, corporates and leading professional firms at the highest level. As a member of the celebrated Wallis Inquiry, he was at the forefront of financial market reform in Australia.

Ian is currently Executive Director, Centre for Business and Public Policy at the Melbourne Business School, where he holds the Sidney Myer Chair of Commerce & Business Administration. From March to November 2004, Ian served as Acting Dean and Director of the School. Ian is also Chair of Australia’s Fair Pay Commission, Principal of his own consulting company, Harper Associates Australia; a Senior Consultant with CRA International, and a financial services consultant to KPMG, Aon Australia and Adelaide Bank.

Ian Harper is best known as a commentator and public speaker on economic and financial issues. He has been described as “one of those relatively rare academics who can communicate extremely well with both the business community and the academic community.”

Prior to joining Melbourne Business School in 1993, Ian was Professor of Monetary and Financial Economics in the Faculty of Economics and Commerce at the University of Melbourne. He has also held positions at the Australian National University in Canberra, Princeton University in the United States and the Reserve Bank of Australia in Sydney. In 2000, Ian was elected as a Fellow of the Academy of Social Sciences in Australia.
**Associate Professor Benny Tabalujan**  
BEc (Monash), LLB (Monash), LLM (Melb), PhD (Melb)

Dr Benny Tabalujan is a highly qualified and experienced lawyer, researcher, consultant and presenter, with specialist expertise in the areas of business law, company law, Asian commercial law and comparative corporate governance.

Benny has a track record in facilitating executive learning and legal learning programs for middle and senior managers in Asia and Australia. He is currently consulting Program Director for Freehills' Institute of Knowledge Development and managing director of his own consulting firm, CommAsia Australia Pty Ltd.

Benny is an Associate of the Asian Law Centre at The University of Melbourne where he teaches in the LLM program. He has also taught at the Nanyang Business School, Singapore, and at The University of Adelaide Law School. Previously, Benny spent a number of years as a senior lawyer with Minter Ellison - one of Australia's leading international law firms - and worked in both Melbourne and Hong Kong.

An award-winning lecturer, Benny's published works include numerous academic and practitioner articles as well as a number of books including: *Singapore Business Law*, *Indonesian Company Law - A Translation & Commentary*, and *The Executive's Guide to Business & the Law*.

**Professor Richard Speed**  
BA (Oxon), PhD (Loughborough)

Richard Speed is an academic and consultant working and researching across the areas of marketing and strategic management. As ANZ Professor of Strategic Marketing and Associate Dean, Richard teaches within both award and executive programs at MBS.

Richard’s research publications focus on marketing strategy and market-oriented organisations; building and sustaining valuable brands; sponsorship and applications of marketing outside the commercial domain. Widely published, Richard also serves on the editorial review board of the *European Journal of Marketing*, and he has acted as an occasional reviewer for numerous other publications.

Richard has consulted and presented on marketing strategy to a wide variety of international and Australian companies, as well as within the not-for-profit sector. His clients include PricewaterhouseCoopers, Ford Australia, Hewlett Packard and the Civil Aviation Safety Authority.

**Associate Professor Jennifer George**  
BSc (Hons) (Canterbury), PhD (Stanford)

Jenny’s research interests are in the area of operations management, particularly applied to service industries. Jenny has worked as a consultant to firms including Honeywell and WMC Ltd, advising on complex data interpretation and application.
As well as other activities, Jenny is Associate Dean (Academic Programs) and oversees teaching and student affairs at Melbourne Business School. She was awarded a 2002 Universitas 21 Fellowship from the University of Melbourne in recognition of her teaching.

**Accommodations**
Lodging and breakfast is included in the DBI program fee. Student accommodation will be at Melbourne Business School, in single bedroom accommodation. This is the accommodation used by executive MBA students. All rooms have color TV, ensuite bathrooms, air-conditioning, access to wireless network etc. Lodging is for arrival on January 7, 2007 and for departure on the morning of January 20, 2007. Accommodation details are provided at the following website: [http://www.mbs.edu/go/about-mbs/facilities-and-conference-venues/carlton-campus](http://www.mbs.edu/go/about-mbs/facilities-and-conference-venues/carlton-campus)

**Meals**
Breakfast is provided by the hotel and included in the DBI program fee. There are two dinners included in the subject fee: a welcome BBQ and a farewell dinner. All lunches and other dinners are on your own and are not included in the DBI program fee. Other meals are readily available for students to buy either in the School’s cafeteria (lunch) or the surrounding area. The School is located two blocks from one of the most famous “eating streets” in Australia. The School is located only about 10 minutes walk from the centre of the city. Public transport is close, safe and inexpensive.

**Group Events**
Fees and transportation for the city tour and cultural excursions are included in the DBI program fee.

**Transportation to/from Melbourne**
Students must arrange and pay for their transportation to/from Melbourne, Australia and to/from the airport. Students must arrive at the hotel on Sunday, January 7, 2007 and plan to depart from the program on the morning of Saturday, January 20, 2007. Students are free to travel independently before or after the course at their own expense.

- **To Corporate Visits:** Transportation to and from all corporate presentations is included in the DBI program fee.
- **To Group Events:** Group program activities include transportation, and it is included in the DBI program fee.
- **To Personal Activities:** Not included in the DBI program fee. At student’s expense.

**Costs for Program**
1. Stern tuition for 3 Credits
2. DBI Program Fee for Argentina = $1,800
   - Includes:
     - Melbourne Business School expenses
Doing Business in Australia (B86.3304.0A)
Course Syllabus (Subject to Change)

- Accommodation with breakfast for 13 nights (single-occupancy)
- Corporate visits with transportation
- 1 group trip with transportation
- 2 group dinners
- Course materials distributed by MBS

3. Additional Expenses to be Covered by Student (EXCLUDED from DBI Program Fee)
   - Airfare
   - Transport to/from airports
   - 13 lunches
   - 11 dinners
   - Subway fare
   - Entertainment
   - Personal expenses

**International Students**
International students must contact OISS regarding their travel plans and must attend an OISS “Travel Workshop.” Also, visit the OISS website “Immigration & Employment”:
http://www.nyu.edu/osl/oiss/immigrationEmploy/travelInstructions.html

**Please Review All DBI Program Policies**
Please review all of the DBI Program policies and procedures posted online at the MBA International Programs’ website at:
http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_Overview.htm

**Questions**
MBA International Programs:
intl@stern.nyu.edu
KMC 6-120

Telephone: (212) 998-0771
Fax: (212) 995-4606

**Office Hours:**
Monday - Friday: 9:00 a.m. – 5:00 p.m.

**Walk-in Hours:**
Monday – Thursday: 12:00 – 1:00 p.m.; 4:00 – 5:00 p.m.
Appointments: 24 hour in advance