International Business Strategy in Asia (IBSA)

Opening up a whole new world of business strategy

OVERVIEW
Welcome to the International Business Strategy in Asia!

**WHAT is the IBSA course?**

IBSA is an exciting new management elective subject, tailored to provide you with:

1. An innovative strategic management study experience
2. An unforgettable travel educational experience
3. A lasting cohort friendship experience

The IBSA was first launched in 2009 with an inaugural case-study travel program to Singapore and India offered to members of the full-time AGSM MBA and current GDM students in the AGSM MBA (Executive) programs.

In 2010 the IBSA course was further bolstered with an expanded schedule of cities, case study assignments and business visits – culminating in the AGSM’s first fully international MBA study tour program – featuring Hong Kong, Guangzhou and Mumbai.

**WHY a specialist business strategy study course offered for MBA students and alumni?**

- Asia today constitutes 60% of the total world population and commerce, a fast emerging global powerhouse in almost every business sector. It is vital in such a scenario for any MBA graduate to be well aware of the opportunities and challenges in Asia, as without having strong operations in Asia it is impossible for an organisation to establish a global footprint and make a true contribution to the world.
- The course will impart a wealth of knowledge to our MBA graduates and alumni and equip them to do business in these countries.

**AIM: Educational & Cultural**

The main focus of IBSA is to allow participants to work and travel together as a select cohort to explore and gain greater understanding about today’s business strategies and growth opportunities across Asia - the world’s emerging economic powerhouse.

The course presently offers an intensive international ‘live-in’ residential study program and cultural learning experience across different countries – Australia, Hong Kong, Singapore and India.

IBSA aims at broadening students’ international business perspective and knowledge, introducing them to challenging business cases to immerse themselves in, in each of the countries visited.

IBSA has come about as a result of the emerging ties AGSM MBA Programs has developed with leading institutions and business schools in the region, such as the Bombay Stock Exchange and SP Jain Centre of Management.

We look forward to these links expanding and developing further over the coming years, offering greater capacity for new partnerships, joint ventures and emerging networks to be formed with AGSM, which we hope can further enrich the IBSA offering for students in the future.
Course Outline 2011

First Phase: Sydney
The first phase of the course is Sydney – with classes held at the AGSM UNSW Sydney Kensington campus. The phase features initial group formation, preparatory assignments and open discussions with leaders from both government and business sectors.

Both the 2009 and 2010 IBSA class commenced with a keynote address by Amit Dasgupta, Consul General of India, in Sydney.

Previous presenters during this phase have included Professor Chung-Sok Suh of the UNSW School of Organisation and Management and Director of UNSW’s Korea-Australasia Research Centre (KAREC), as well as Author/Lawyer, Peter Church OAM.

Second Phase: Initial Asian city visit Singapore/Hong Kong:
The second phase of the IBSA course contains four full days of classes and specific site visits within a prominent global commercial Asian capital. Last year’s 2010 IBSA tour visited Hong Kong for this phase of the IBSA elective, and the year before [2009] the destination was Singapore. It is during this phase that students have an opportunity to interact with presenters from various industries, as well as meet and discuss business strategy with students from the local region.

Previous site visits and activities have included: a day-trip to Guangzhou to visit the BlueScope Steel factory, a visit to the Asia Pacific Breweries in Singapore, a welcome reception for the group hosted by Phil Ingram (Deputy Consul General & Senior Trade Commissioner at Austrade), hearing industry experts at the Hong Kong: Asia Social Impact Forum 2010, held at the Conrad Hotel.

Concluding Phase: Mumbai, India
The third and concluding phase of the course features five full days of classes in the boardroom of a five-star hotel in Mumbai, India’s thriving commercial capital.

As with the second phase, this phase features various talks on site from leading local business figures and industry experts.

Previous site visits and business development forums undertaken in this third leg of the IBSA elective have included: a visit to the Bombay Stock Exchange, a tour of the Larsen and Toubro (L&T) plant, visiting a bollywood film set in Film city and a tour of the Mahindra & Mahindra plant.

Concluding presentations and assessment
At the end of the third phase, students get to present a high level group business development plan based around particular companies they choose to focus on throughout the IBSA course. In the presentations and final submitted assignments students get to incorporate insights gained and learnings developed on their IBSA tour.

These shared presentations and the final social function following this event create a memorable finale for participants to their 8 week IBSA experience.

Information Session

To find out more about this exciting MBA international management study elective, come along to our first International Business Strategy Information Session to be held on Thursday March 24th from 6:00pm to 8:30pm at the AGSM Building, Gate 11 Botany Street, Randwick UNSW.

Do not miss out on this informative, inspirational and fun event. You can reserve your spot by following this registration link RSVP by COB March 11th.

For more information about this event, contact Kanami Torii on (02) 9331 9400 or email studentexperience@agsm.edu.au.

Follow the links to also find out more about our IBSA elective, the work of Rory Medcalfe and the Lowy Institute.
• An innovative strategic management study experience...
• An unforgettable travel and educational experience...
• Lasting friendship...
The first two years of the IBSA program have been an unqualified success and all participating students have taken away a tremendous amount from their experiences. The feedback from participants has been universally positive: all attendees have stated that they felt more enriched as MBA students and future business leaders as a result.

Click here to read more about what students thought about the IBSA class.

For more information about this course, please contact the Student Experience team at: mailto: studentexperience@agsm.edu.au or (02) 9931 9400.