

# Intensive MBA for busy schedules

**TANIA BAWDEN**

**T**HE launch of an intensive, one-year master of business administration course in Adelaide has attracted 25 entrants.

Among them are South Australian hi-tech entrepreneur Wendy Kennedy and young executive Amanda Grocock.

Ms Kennedy, 44, the founder of Adelaide software company eWord Development, says the main appeal for her busy schedule is the condensed timeframe of the Australian Institute of Business Administration course.

"If it went over two years, it would be very difficult," she says. "We are launching (eWord's children's computer learning program) *Max's Toolbox* in Spanish and in 12 South American countries later this year, so it will be very busy."

The structured 12-month course, with contact largely on weekends, has made it easy for Ms Kennedy to map out the

year's overseas travel and her personal commitments.

"It will be really nice to have an MBA qualification on my CV, particularly in the U.S. and other countries where it is relatively common," she says.

Ms Kennedy looks forward to backing her business decisions with some in-depth study - and possibly even saving money by "finding new ways of doing things".

"Exporting around the world and dealing with some very influential companies, I sometimes feel there is a gap in my knowledge," she says.

"I look forward to negotiating deals with knowledge rather than on experience and intuition.

"In business, I have largely discovered what works and what doesn't by accident, by trial and error."

Miss Grocock, 22, a casual mall leasing manager for Centro Property Group, says she also is prepared to knuckle down for 12

months to gain the credential.

"It's largely outside working hours and by 23 I'll have an MBA," she says.

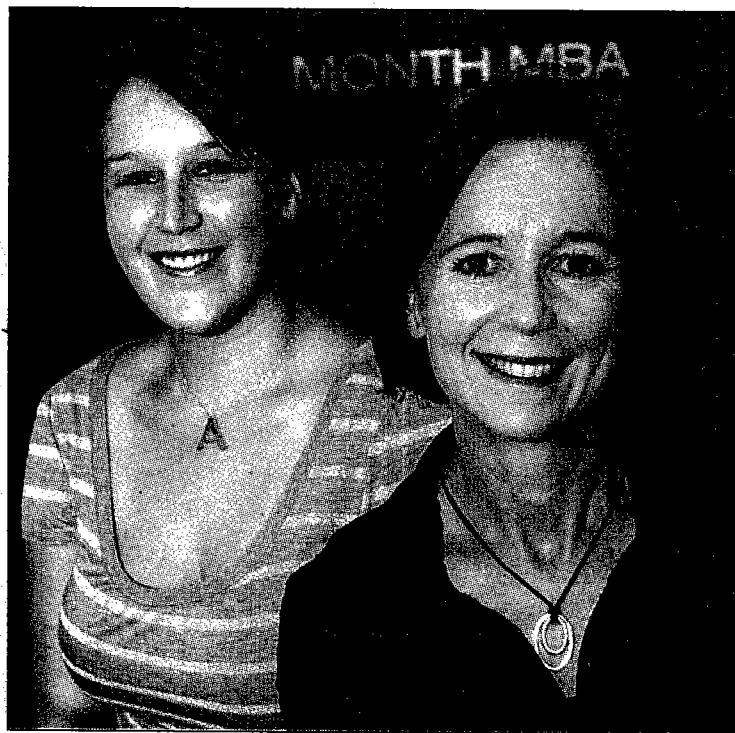
"It's another edge I can use - there were about 300 graduates with a bachelor of commerce in my year at Adelaide Uni - a lot of people have a degree."

Miss Grocock says she is attracted by the practical side of the MBA course - and also considers it an affordable investment in her future.

The AIBA, part of Adelaide-based private higher-education group Gibaran Learning Group, is the first SA private provider to be granted the rights to confer MBA degrees.

The MBA is considered one of the world's most popular post-graduate degrees.

"A three-year slog could cost anywhere up to \$50,000 depending on the site," says AIBA programs manager Priya-Marie Robert. "In Australia, 40 institutions offer MBA courses. We are



**TAKING TIME TO LEARN:** Amanda Grocock and Wendy Kennedy are studying for their MBA. **Picture:** CHRIS MANGAN

emphasising our structure involves 12 expert facilitators covering 12 subjects over 12 months," she says.

The basic cost of the AIBA MBA course, which is based on AIBA's popular program run in

several overseas teaching centres for five years, is \$12,000 (terms and conditions apply). A second Adelaide intake starts in June.

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