



Graduate Management Association of Australia Inc

Instructions

This guide assists business schools to complete the **Good Education Group's** online data-entry process in order to provide information relating to their school and MBA programs.

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1 Introduction

For many years, we have sought data from all business schools offering an MBA program within Australia. This data was previously collected by Hobsons. In 2016, the Good Education Group (GEG) took over this role.

Once the data has been collected, it is summarised and placed on the GEG website allowing comparisons to be made between MBA programs. This allows prospective students to get a better understanding of the various MBA programs available to them.

Some of the data provided is also made available to the Graduate Management Association of Australia (GMAA), where it is then used to prepare the *Index of the Attractiveness of Australian MBA programs* – the GMAA 5 Star Ranking.

This document has been prepared to assist business schools in completing the GEG survey, particularly in relation to questions that are then used by GMAA. It provides instructions on how business schools should answer the questions and provides definitions to help ensure that all business schools are answering the questions in the same way.

This is the second time this document has been provided to assist business schools in completing the questionnaire. It was developed because GEG and GMAA are regularly asked to clarify questions as business schools are completing the survey. It is expected that this document will answer many of those questions and make the process of completing the survey much simpler.

Comments or suggestions on how this document could be improved are welcome.

1.1 General instructions for using the online data-entry facility

The aim of the GEG online data-entry facility is to enable business schools to enter and update details their about school and MBA program(s).

The notes in this document are in the same order as the online data-entry system, but not every question in the survey will have explanatory notes. Additional notes will be included in this document over time as questions are added to the survey, or as those completing the survey seek clarification on certain questions.

This document is split into **two divisions**: one covering questions relating to the **Business School** and the other relating to questions about individual **MBA programs**.

Within each division, there is a **section** for each of the **tabs** within the divisions. For all sections, the questions appear in **orange** and are then followed by the explanatory notes for the questions shown.

The new online data-entry system has the facility to print out the data that has been entered. Unlike the online system used last year, it is not necessary to enter all data in one attempt. This means that users can go back and change data after it has been entered.

2 Business School Details

In this division, there are five sections. Each contains questions related to a specific area of the business school, including.

- Location and Contact
- Description and characteristics
- Scholarship, Teaching Faculty
- Corporate Links
- International Links.

2.1 Location and Contact

There are no notes relating to questions in this section.

2.2 Description and characteristics

2.2.1 Accreditations

Accreditation(s)	Pending	Accredited
Faculty	AACSB ABEST21 CEMS CIPS DETC EQUIS	
MBA	AMBA EDUniversal EPAS RICS	
Other	UNWTO CPAA AHRI ACS ICCA	

Currently the accreditations that are included in the GMAA 5 Star assessment process are:

- Faculty specific
 - AACSB
 - EQUIS
- MBA program specific
 - AMBA
 - EPAS (MBA).

The four accreditations listed above (two faculty specific and two MBA program specific) are the only ones that will be assessed this year, but this may change in future years if additional accreditations are deemed important and worthy of obtaining.

Accreditations must be **current**. If a business school has received any accreditation (faculty specific or MBA program specific), but that accreditation has been withdrawn or not renewed, then the business school should not answer that they are currently accredited.

If a business school has received **informal** advice that the process is complete and they have been successful, that would **not** be sufficient for them to claim that they have received accreditation. To be able to claim that they are accredited, they must have received **formal notification** from the accreditation agency that they have been awarded that accreditation.

If a business school has been awarded accreditation, that accreditation is still current and the business school is currently working with the accreditation agency to renew that accreditation, then the business school should indicate that they are accredited but should not indicate that accreditation is pending. This is because a school can receive points if they have accreditation, or if they are in the process of applying for that accreditation, but they cannot claim points for both at the same time.

For a business school to answer that accreditation is pending, it must have formally engaged with the accreditation agency and the two organisations must be currently working through the accreditation process.

If the business school had made the decision to seek accreditation, but has not yet contacted the accreditation agency to begin the process, then it would not be able to claim that accreditation is pending.

2.2.2 Services

There are no notes relating to questions in this section.

2.2.3 Alumni

Please select the statement that best describes the alumni at your business school

Our business school has its own, dedicated alumni association

Graduates from our business school are catered to by a university alumni association.
Our university alumni association is not exclusive and caters to graduates from all courses

We do not have an alumni association

How many members does your alumni have?

How many meetings does your alumni have per year?

Type of alumni association

Select the type of alumni association to which MBA graduates have access.

Members

This is the number of MBA graduates, within the business school alumni association or the university alumni, with whom the alumni association maintains contact.

Meetings

This is the number of meetings with a business focus, held in the previous calendar year, to which MBA graduates who are members of the business school alumni association or the university alumni were invited.

2.3 Scholarship, Teaching Faculty

2.3.1 Teaching Faculty

Please provide the total number of staff for the following categories.

Total number of staff
Total number of female staff
Total number of full-time staff

Staff experience within Australia

Total number of staff who have taught at other Australian institutions
Total number of staff with at least one year (full time) **industry consulting experience** in Australia
Total number of staff with at least one year (full time) **industry management experience** in Australia

Staff experience overseas

Total number of staff with overseas teaching experience
Total number of staff with at least one year (full time) **industry consulting experience** overseas
Total number of staff with at least one year (full time) **industry management experience** overseas

Formal qualifications

Total number of staff with a **Masters degree**
Total number of staff who are **PhD qualified** OR have a **Doctorate of Business Administration**

This group of questions relate to the staff profile within the business school. The questions cover the overall number of academic staff and then a series of questions relating to certain characteristics (e.g. experience and qualifications) within that overall number of academic staff.

Total number of staff

Staff referred to in this question must be directly involved in face-to-face or online contact with the MBA students through lectures, seminars, workshops or tutorials.

As staff numbers can change at any time during the year, for this question the answer provided should be the number of staff employed at any time during the previous calendar year. If a person is employed, then resigns but then returns to a teaching position within the school later that year, that person should be counted once.

For this question, the count should **include full-time and part-time staff**.

For this question, only count those who are involved in teaching **COMPULSORY** MBA subjects. If a staff member is **only** involved in teaching **ELECTIVE** subjects, then they **must not** be included.

If a staff member is involved in teaching both **COMPULSORY** and **ELECTIVE** subjects, then they are included.

Once the “total number of staff” is established, using the framework outlined above, we then look to see how many of those staff satisfy certain characteristics.

For all of the following staff related questions, please use the definition provided to determine if a staff member from the “total number of staff” is eligible to be included in the particular category.

Total number of full-time staff

For this question, “full-time” means a person who is a **full-time postgraduate business studies** teacher.

Example:

- Person **A** is employed full time (35 to 38 hours per week) by the university, teaches at least one subject in the MBA program and may also teach in other postgraduate business programs (e.g. Master of Commerce) and spends at least 90% of their time teaching, or researching, in the area of postgraduate business-related subjects.

- Person **B** is employed full time (35 to 38 hours per week) by the university, teaches at least one subject in the MBA program, but spends more than 10% of their time teaching at an undergraduate level or at postgraduate level but in subjects that are not business related.

- Person **C** is employed by the university on a part-time basis and has full- or part-time employment in the public or private sector (e.g. an accountant or lawyer, or full- or part time teacher at another educational institution). As an extra, part-time job, they teach a subject in the MBA in their area of their expertise (e.g accounting or law).

Of the three examples listed above, only person **A** would be classified as teaching full time.

If a person is classified as full time for part of the year and part time for the remained the year, then for this question, consider them full time or part time depending on whether they spent more time as a full-time employee or as a part-time employee.

Staff experience within Australia

Total number of staff who have taught at other Australian institutions

The person has lived in Australia and has taught one/several subjects at one or more other Australian institutions in the area of postgraduate business studies for the equivalent of at least one full academic year in the area that they are now teaching in the MBA.

Total number of staff with at least ONE year (full time) industry consulting experience in Australia

The person has undertaken one or more consulting assignments in Australia, for a combined period of not less than one year, where all of the assignments directly relate to the area in which they are now teaching within the MBA.

Total number of staff with at least ONE year (full time) industry management experience in Australia

The person has worked in Australia, for one or more companies at a management level, for a combined period of not less than one year, where the work involved directly relates to the area in which they are now teaching within the MBA.

Staff experience overseas

Total number of staff with overseas teaching experience

The person has lived overseas and has taught one/several subjects at one or more institutions in the area of postgraduate business studies for the equivalent of at least one full academic year in the area that they are now teaching in the MBA.

Total number of staff with at least ONE year (full time) industry consulting overseas

The person has lived overseas and undertaken one or more consulting assignments, for a combined period of not less than one year, where all of the assignments directly relate to the area in which they are now teaching within the MBA.

Total number of staff with at least ONE year (full time) industry management experience overseas

The person has lived overseas and worked for one or more companies at a management level, for a combined period of not less than one year, where the work involved directly relates to the area in which they are now teaching within the MBA.

Formal qualifications

Total number of staff with a Masters degree as their highest qualification

2.4 Corporate Links

In this section, the aim is to gather information relating to links between the business school and industry, which are specifically relevant to the MBA programs.

Name of organisation

Formal research partner

Donated more than \$5000 in previous calendar year

Represented on governing board or advisory board

Sponsored lectureship in previous calendar year

Sponsored a chair in previous academic year

Provides mentoring or internship programs

Using the definitions listed below, determine if an organisation has a relationship with the business school covering one or more of the categories listed above. If so, enter that organisation onto the list.

Then enter “Yes” for each category where the organisation satisfies the requirements.

Where the organisation does not satisfy the requirements for a category, leave the field blank.

Formal research partner means:

Any organisation that enters into a formal arrangement with the business school where the business school undertakes research and the organisation provides some/all of the funding (and perhaps some staff) for said research and is then entitled to use the findings of the research within their business. The research undertaken must involve staff from the business school who are also teaching in the MBA program and the research project must have been in operation for all or part of the previous calendar year.

If an organisation provides a grant and the university/business school is free to use that money for any purpose it sees fit, that organisation would **not** be considered a research partner.

Donated more than \$5,000

The donation must have been directed specifically at the business school for prizes or scholarships relating to the MBA program and not a general donation to the university.

With regards to a donation, the process must be complete and the agreement between the business school and the other party be signed and the money actually received by the business school in the previous calendar year.

Represented on governing board OR advisory board

Did this organisation have any of its staff/representatives sit on a governing board at the business school, which is responsible for administering the MBA program, **OR** on an advisory board for any subject delivered as part of the MBA program during the previous calendar year?

Sponsors a lectureship

The lectureship must be in the area of postgraduate business studies.

Sponsors a chair

The chair must be in the area of postgraduate business studies.

With regards to sponsoring a chair or a lectureship, the process must be complete and the agreement between the business school and the other organisation must have been signed in the previous calendar year. The usual way that a sponsorship would work is that the organisation would provide a financial consideration – but, as an alternative, it could provide goods or services to the business school to the same value. It would be expected that the

sponsored chair would represent a commitment from the organisation of \$250,000 or more, while the sponsored lectureship would represent a commitment in the order of \$100,000 to \$150,000.

Internships means:

A formally signed arrangement between the business school and an organisation whereby the student works with the organisation over the period the subject is being undertaken on a consultancy-type role and produces a business-style report that the organisation can use and is assessed by the lecturer in consultation with the organisation.

2.5 International Links

In this section, the aim is to gather information relating to links between the business school and overseas business schools.

For the international school to be eligible to be included on the list, there must be a formal, signed agreement between the local business school and the international school, covering the student exchange program relevant to your MBA students.

To be relevant to your MBA students, the program must either:

- represent an opportunity for your MBA students to travel to the international partner school and study in their MBA program

OR

- represent an opportunity for MBA students at an international partner school to travel to your business school and study alongside domestic MBA students.

3 **Program Details**

In this division, there are five sections. Each contains questions related the MBA program(s) that the Business School offers.

Within the program details division, the first screen lists all MBA programs offered by the business school. Clicking on a program takes you to the first of the five sections within this division, which are:

- Program Details
- Fees, Duration, Study Mode
- Entry requirements, Units
- Student Cohort
- Assessment, Class Arrangements, Additional information.

3.1 **Program Details**

There are no notes relating to questions in this section.

3.2 **Fees, Duration, Study Mode**

What is the total tuition fee for the entire course for domestic students?

What is the total tuition fee for the entire course for international students?

What is the total amount of contact time that a student can expect to have whilst studying this program?

How many hours in total can a student expect to commit to completing this program?

3.2.1 **Tuition costs**

The aim of these questions is to determine the total cost of the MBA, calculated in a consistent way to enable a comparison to be made between schools, rather than determining a cost that a student is likely to actually pay.

Most MBA programs are undertaken over a two-year period if studied on a full-time basis. If it is being undertaken on a part-time basis, then it is likely to be spread over several years. As the cost of individual subjects usually increases each year, it is not possible to determine the

total cost of a program at the start of a year as the cost for individual subjects for the following years cannot be known.

By calculating the total cost of the degree (e.g. 16 subjects @ \$3000 = \$48,000) using only this year's cost per subject – we can compare the results from all schools.

Total tuition fee for domestic students

Assuming a student was starting their MBA this year, what would be the **total cost** of undertaking the MBA (over the following 12 to 24 months) if it was being undertaken on a full-time basis, using only the current year's cost per subject for domestic students?

Total tuition fee for international students

Assuming a student was starting their MBA this year, what would be the **total cost** of undertaking the MBA (over the following 12 to 24 months) if it was being undertaken on a full-time basis, using only the current year's cost per subject for international students?

3.2.2 Hours

Total CONTACT hours

This would include all time spent with academic staff in lectures, seminars and tutorials.

If this course is undertaken entirely as an online course, then contact hours will be zero.

Total COMMITMENT hours

This would include contact hours **and** time spent reading material, preparing for lectures/tutorials and exams.

If this course is undertaken entirely as an online course, then commitment hours will also include lectures/tutorials/seminars delivered on line and any time spent in chatrooms.

3.3 Entry Requirements, Units

Please choose the academic criteria that best describes the entry requirements for this program

Candidates must have a prior undergraduate degree (no exceptions)

Applicants without a prior undergrad degree may articulate into this program after completing a Graduate Certificate in Management

Applicants without an undergraduate degree can enrol directly into the MBA program

What are your requirements for the GMAT exam?

All candidates must sit the GMAT exam

The minimum GMAT score required is:

Applicants do not need to complete the GMAT exam but their score will be considered in their application

The GMAT plays no part in the selection criteria for this program

What are the requirements for prior work experience?

Candidates do not require prior work experience

Candidates require professional work experience but not professional management experience

If yes, how many years of professional work experience?

Candidates require professional management experience

If yes, how many years of professional management experience?

3.3.1 Prior degree

Option 1 can only be selected if **ALL** candidates **MUST** have completed an undergraduate degree.

There can be **NO EXCEPTIONS.**

3.3.2 GMAT

Option 1 can only be selected if **ALL** candidates **MUST** have undertaken the GMAT and achieved a score above the minimum required.

There can be **NO EXCEPTIONS.**

3.3.3 Work experience

Professional work experience means full-time employment after leaving secondary school, so would **not** include “flipping burgers” or stacking supermarket shelves.

Professional management experience specifically **INCLUDES** control over and responsibility for staff.

Enter the number of years of professional work experience and/or professional management experience ALL applicants would be required to have.

3.3.4 Units

How many units are compulsory?

A compulsory subject is a subject that **MUST** be completed by all student in the program – **NO EXCEPTIONS**.

Where a student has a choice between multiple subjects, then the chosen subject cannot be considered compulsory under any circumstances.

Example

Consider a program that requires 16 subjects to be completed and those subjects are broken down into:

- 11 specific, named subjects that must be completed
- 4 elective subjects to be selected from a list of electives, which could include masters-level subjects outside the business school
- the final subject, which must be selected from a list of two specific, named subjects.

The number of compulsory subject in this program is 11. Because the final subject is selected from a choice of two, it cannot be deemed a compulsory subject.

The number of compulsory units listed must equal the answer given to the question '**How many units are compulsory?**'

3.4 Student cohort

What is the total number of students enrolled in this program?

What is this total number of students that commenced this program?

3.4.1 Total Student Cohort

Total students

This is the number of students who have been granted admission to an MBA program who commenced at least one MBA subject in the previous calendar year.

This does not include someone who has only been granted admission to a GCBA or GDBA.

3.4.2 Commencing Student Cohort

Commencing students

This is the number of students who have been granted admission to an MBA program who commenced their first MBA subject in the previous calendar year.

This does not include someone who has only been granted admission to a GCBA or GDBA.

3.5 Assessment, Class arrangements, Additional information

There are no notes relating to questions in this section.