

Report on AISAM 2010 – University of Wollongong

“Business in Asia was a great opportunity to immerse yourself in the Asian business culture and learn from people that had been there and achieved it. Learning was not only from presenters but from peers. The friendly nature of the entire AISAM 2010 staff and students ensured you were never alone. Overall a great experience.” (Matthew Brett, University of Wollongong AISAM 2010)

AISAM 2010 constituted the running of the AISAM (Asian Intensive School for Advanced Management) program for the 15th consecutive year. Thirty five students from seven Australian universities attended plus two students from the University of Calgary, Canada. Many of those attending were international students undertaking their MBA program at an Australian university -- countries represented included Canada, France, India, Norway, United Arab Emirates, America and Poland! A truly international group with wonderful knowledge and experience to share -- which they did over the two-week program held once again in Penang Malaysia. Not only did they gain a sophisticated understanding of doing business in Asia but they also earned credit for two units towards their post graduate degree for successful completion of the program. A good investment in terms of time and money.

“The two weeks has been an excellent mix of great speakers, good practical information, valuable academic learning and a good time. Experiencing the company of a great bunch of people added a whole extra dimension of enjoyment and memories.” (Steve Costa, University of Wollongong, AISAM 2010)

“Although a long and challenging week I look back now and understand just how much the Business in Asia unit has expanded my knowledge of this subject.” (Ryan Gracie, University of Wollongong, AISAM 2010)



University of Wollongong Students at AISAM 2010: L to R: Tehla Bower, Brett Matthew, Ryan Gracie, Paul Florat, Prija Kodialbail, Peter Buckley, Dr Ty Choi (staff), Cameron Worsfold, Karina Jableka, Steve Costa, Dr Grace McCarthy (staff), Lucja Pustelnik

This year's AISAM group had amongst its number several who had worked extensively in Asia. This added richly to the program as experiences were freely shared between students and with staff. Unashamedly AISAM is a learning experience for all who attend, students and staff, with most of the learning occurring outside the classroom.

“Business in Asia gave an accurate insight into the way “things are done” in Asia. The presenters were first class, and one even moved us to tears in a passionate presentation about his life and being CEO of Motorola. Penang was a brilliant setting to fully immerse ourselves into the culture and experiences of SE Asia.” (Peter Buckley, University of Wollongong, AISAM 2010)

AISAM 2010 also offered a long and impressive list of guest speakers plus visits to business organisations in Penang. Nine guest speakers addressed students at INTI International College and visits were made to Motorola, Pentamaster, Mini-Circuits, Autocity and the Penang Development Corporation. The speaker list was headed by the highly respected journalist Barry Wain (former Editor of *The Wall Street Journal Asia*) who had just released the very controversial book “Malaysian Maverick – Mahathir Mohamad in Turbulent Times”. Other speakers included TT Yew, Managing Director, Motorola Penang; Phillip Chu, The Executive Director of Logistics for the Singapore Youth Olympic Games and the ever popular Dr. Mahani Zainal- Abidin, Member, Institute of Strategic and International Studies: Think Tank (Malaysia).

“The connection with Motorola, in particular was unreal. Both the speech from TT Yew (Managing Director, Motorola) and the visit were exceptional.” (Cameron Worsfold, University of Wollongong, AISAM 2010)

The academic program consisted of the unit *Business in Asia* during the first week and a selection of one from three electives offered in the second week -- *Entrepreneurship and Innovation in an Asia-Pacific Context* proved very popular as did long-time favourite *Strategic Negotiation for International Business*. A smaller, but very astute group participated in the emerging study area of *Business Coaching for Multinational Companies*. All electives offered at AISAM 2010 were extremely highly rated in student evaluation surveys.

“The best feature of the unit was the practical application to my day to day business environment.” (Tehla Bower, University of Wollongong, Entrepreneurship and Innovation, AISAM 2010)

“Business Coaching was one of the best units in my MBA” Daniel Ogle (University of Western Australia, Business Coaching, AISAM 2010)

The social program consisted of formal and informal events. Formally, AISAM delegates were offered a State Dinner by the Government of Penang, and also enjoyed the Welcome Dinner at the beautiful Hotel Equatorial and the Farewell Dinner at the Bukit Jumbal Country Club. Informally, students enjoyed the many social and cultural opportunities presented in Penang upon arrival, during the free time offered over the middle weekend and some stayed over for a few more days at the end -- the cuisine, the nightclub scene, the temples, fishing villages and just touring around the island were enjoyed by all.

“A great opportunity to spend some time studying and playing in SE Asia and knock off two MBA subjects in two weeks.” (Peta Pitcher, Griffith University, AISAM 2010)

The ANBS Board has again determined that AISAM will be offered next year in Penang, Malaysia, 27 June-8 July, 2011. Come along and join the other 663 students who have completed the AISAM program. Applications are now open.

www.anbs.com.au

Overall, I think that attending the AISAM program was one opportunity I'm glad I did not miss because it gave me the chance to learn and experience the Asian business environment, which I would never have been able to do during the course of my MBA. That combined with the fact that it has given me the chance to develop close friendships with around 40 other people from various states, who I'm constantly in touch with, makes the AISAM 2010 program worth its weight in gold. (Priya Kodialbail, University of Wollongong, AISAM 2010)



Staff and Students, AISAM 2010

