Regional MBA launch – video transcript 9/4/14

Narrator:

A new era of regional university study has begun with the first group of MBA students starting their classes at La Trobe’s regional campuses as part of a newly designed qualification.

Students based at the university’s Albury-Wodonga, Bendigo, Mildura and Shepparton campuses have joined their metropolitan counterparts for what will be the only MBA to be taught between Canberra and Melbourne.

Professor Richard Speed:

Organisations that are based outside metropolitan Melbourne and around those campuses now have something to offer their employees. So, where as before you might feel that you have to leave a town like Shepparton or Mildura in order to advance your management career, there is something here that allows you to stay where you are and develop.

Kellie Coff:

The convenience of being able to drop my kids off at school, come up to university and having the support networks available for me to be able to raise my kids in such a beautiful place like Mildura, and still gain a global qualification is just amazing.

Marcus Guthrie:

Quite a busy lifestyle, busy work schedule, I have a young family as well, so its vitally important that I can be at home quickly and study an MBA in Mildura.

Narrator:

Students throughout Victoria will study at their local campuses, at key points throughout the course they will gather together for intensive block mode subjects, learning collaboratively under the guidance of high profile leaders such as AFL coach Mick Malthouse.

Kellie Coff:

The exposure to industry leaders was fantastic. What it showed me, especially the session with Mick Malthouse was it really doesn’t matter if you’re in finance or football, that passion really is that universal quality that all great leaders can demonstrate, and La Trobe is helping us to be able to harness that energy and to be able to apply that to what ever industry we are in.

Narrator:

Professor Speed says that the re-vamped MBA is key to helping train the next generation of business people to respond to the challenges and opportunities facing contemporary businesses and communities.

Professor Speed:

MBA programs are designed to be relevant to the business community, and as the business community changes so do MBA programs, they have to be re-designed and re-developed.

Narrator:

The re-developed MBA is aimed at the working professional seeking to accelerate a career in general management.

Marcus Guthrie:

It’s a great opportunity for myself, it seems to be these days, having an MBA on your resume is a prerequisite, so its important that I get this milestone out of the way and can move on with my career. The lectures, and the way that they’re geared towards busy working people is outstanding and is certainly something I’m really enjoying.

Narrator:

For more information visit the La Trobe MBA website.

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