



**BUSINESS/HIGHER EDUCATION ROUND TABLE
& the AUSTRALIAN BUSINESS DEANS COUNCIL**
present

THE BUSINESS GRADUATE OF TOMORROW

**A Significant Opportunity Sponsored by CPA AUSTRALIA for
All Stakeholders (including BUSINESS & INDUSTRY)
to discuss the Future Development & Requirements
of the Business Graduate of Tomorrow**

**Wednesday March 14, 2007
Westin Hotel, Sydney**

PRINCIPAL SPONSOR:



PROGRAMME

Date: Wednesday March 14 2007 **Venue: Westin Hotel, Sydney**

8.30am	Registration
9.00am	<p>Welcome</p> <p>David Hind, President, Business/Higher Education Round Table Professor Tim Brailsford, FCPA President Australian Business Deans Council</p>
9.15am	<p>Invited Address: Professor Margaret Gardner AO – Vice-Chancellor & President, RMIT University</p>
10.00am	<p>Workshop Sessions: Clarifying the needs of business</p> <p>Workshop A: <i>Designing the Responsive Curriculum</i> Ralph Kerle, CEO, The Creative Leadership Forum Professor Colin Clark, Executive Dean, Faculty of Business & Law, Victoria University Associate Professor Theo Papadopoulos, Associate Dean Teaching & Learning, Faculty of Business & Law, Victoria University</p> <p>Workshop B: <i>The Challenging Future of the MBA</i> Heather Ridout, CEO, The Australian Industry Group Professor Roy Green, Dean, MGSM, Macquarie University Robert Weller, President, Graduate Management Association of Australia</p> <p>Workshop C: <i>Workforce Planning & Skills Shortages</i> Professor Martin Bell, Head, School of Geography Planning & Architecture, The University of Queensland John Egan, Principal, Egan Associates Associate Professor Beverley Jackling, School of Accounting & Law, RMIT University</p>
11.15am	Morning Tea
11.45am	<p>Panel Discussion: Business Graduates in a Global Context: - The New Model re-thinking undergraduate and graduate business education:</p> <p>Chair: Professor Fred Hilmer AO, Vice-Chancellor & President, UNSW Patrick Coleman, Director Policy for Education & Training; Business Council of Australia</p>
12.45pm	Lunch
1.30pm	Keynote Address: David Murray AO, Chair, Future Fund
2.15pm	<p>Workshop Sessions: The Future Requirements of Academe</p> <p>Workshop D: <i>Accreditation & Standards</i> Professor Tim Brailsford, FCPA Head of School, UQ Business School, The University of Queensland Ann Johns FCPA, Director Education, CPA Australia Suzie Hewlett Director, Collaboration Unit, Higher Education Group, Dept of Education, Science & Training</p> <p>Workshop E: <i>Working and Learning</i> Associate Professor Mark Freeman Associate Dean (Learning & Teaching) Faculty of Economics & Business The University of Sydney, Chair ABDC Teaching & Learning Committee Anil Sabharwal, General Manager, Knowledge & Performance, Talent 2</p> <p>Workshop F: <i>Linking Research into Practice</i> Professor Ian Palmer, School of Management, Associate Dean (Research & Development), University of Technology Sydney Professor Ed Davis, Dean, Division of Economic and Financial Studies, Macquarie University Clint Ramsay, Technology Commercialisation, Uniquist</p>
3.30pm	<p>Open Discussion & Closing Session Feedback from workshop sessions Chaired by Professor Ashley Goldsworthy AO OBE FCPA</p>
4.00pm	Close - networking drinks

GRADUATE OF TOMORROW

WHAT'S IT ALL ABOUT

Australia's economic future is dependent upon the effective management of globally competitive, innovative and successful enterprises. Human capital is a key element. The business graduate of tomorrow will be different from today's. How different is the issue?

Every week, there are articles in the media and business literature, discussing, dissecting and theorizing about Australia's productivity, resource allocation to research and development, innovation capabilities and commercialization output. There is also lengthy discussion on creativity in the workplace, how can it be leveraged to increase the entrepreneurial DNA of an organization.

B-HERT and the ABDC believe there is a need to focus on the knowledge, skills, and attributes those entering business will need in the future. Are we producing highly trained but increasingly poorly educated graduates?

There a number of issues to be explored including:

- maintenance of academic standards;
- the profile, image and the quality of business education;
- rationalisation within the sector;
- meeting the needs of business and industry.

WHO SHOULD ATTEND

- Business Deans and senior academics from universities
- Deans from all disciplines with a growing need for their graduates to have business skills
- Senior Management from private providers
- Senior HR & Organisational Development Managers from business and industry
- Senior Representatives from professional associations
- Senior Officers & Policy Makers from all levels of government including departments of education, industry, treasury
- Employer Group representatives

WHY

1. Clarifying the needs of business (recognising the diversity of needs).
2. Improving mutual understanding between employers and academe.
3. Exploring issues in lifelong learning, such as the recruitment and promotion patterns of employers.
4. Debating the need for and benefit of generic skills, employability skills, and the structure of courses.
5. The relevance of curriculum and pedagogical development.
6. Executive development and education, e.g. professional doctorates, recognition of prior learning, work based learning.
7. Identifying the benefits of interchange, secondments and consultancies.
8. Better balancing between the demand side and supply side.



With more than 112,000 members in 98 countries, CPA Australia is the largest finance and accounting body in Australia and one of the largest professional bodies in the world. From Asia Pacific to Europe, the UK and USA, CPAs are recognised as business leaders, decision makers, analysts and influential advisors to businesses of all sizes and government at all levels.

Established for over 100 years, CPA Australia's primary role is to support members through education, specialist training and technical advice. CPA Australia's pre-eminent position is maintained through its commitment to quality, ethics, high standards, a rigorous Code of Professional Conduct and the provision of continuing professional development programs.

Recognised as a well respected and powerful voice, CPA Australia shapes and leads debate on issues affecting finance, accounting and business professionals and the wider business community, affecting legislation, setting standards and developing policy. CPA Australia works to ensure the organisation is at the leading edge of the profession and that the profession as a whole remains at the forefront of world's best practice.



THE BUSINESS GRADUATE OF TOMORROW REGISTRATION FORM



(Please copy for additional delegates)

**Registration closes
Friday 9 March 2007**

This is an Input Taxed event

COST
1 Day Forum Registration
Business Graduate of Tomorrow
Wednesday 14 March 2007
\$150.00
including morning tea, lunch & post function refreshments

Post:
Business/Higher Education Round Table
ABN 80 050 207 942
24 Brunswick Street
Fitzroy Vic 3065

Fax:
(03) 9419 8276

E-mail:
bhert@bhert.com

On line:
www.bhert.com

More information
at www.bhert.com or contact
the B-HERT Secretariat on
(03) 9419 8068

B-HERT reserves the right to alter or amend the programme where necessary.

**Business Graduate of Tomorrow
on Wednesday 14 March 2007 at the Westin Hotel,
1 Martin Place, Sydney**

Please Print in black ink

Title:.....Name:.....

Position:.....

Organisation:.....

Address:.....

.....Postcode:

Phone:Fax:

E-mail:

Payment details

I will be attending the Business Graduate of Tomorrow Forum on **Wednesday 14 March 2007 @ \$150.00**

Please indicate which WORKSHOPS you wish to attend

Clarifying the needs of Business

A B C
 tick one only

The future requirements of Academe

D E F
 tick one only

Amount Payable: \$.....

Cheque Please make cheque payable to **Business/Higher Education Round Table**

Credit card Type: **Visa** **Mastercard** **AMEX**

Number:

Cardholder's Name:Expiry:

Signature:

We regret no refunds will be made, however substitute delegates are welcome.

Registrations will only be accepted on an official registration form. One per delegate is required and should reach B-HERT by no later than Friday 9 March. Notification of substitute delegates must be received by Monday 12 March.

The personal information on this registration form will be held in the strictest confidence. It will be added to our database and will be used for information alerts about upcoming B-HERT events. Periodically we may share information with other professional associations to promote relevant matters of interest. Attendee lists may be listed under our event page on our website. If you DO NOT WANT to be alerted to upcoming events or listed please indicate below.

Please do not alert me to upcoming events

Please do not include me in the attendee list on your website

About the Business/Higher Education Round Table

The relationship between business and higher education is an important one, and with information and knowledge the critical drivers for most businesses, a relationship becoming more vital everyday.

The value of B-HERT is the intellectual leverage of its unique membership in influencing the attitudes towards and direction of higher education in Australia. It is the collective voice of leaders in academe, business, research, science and the professions, which is the added value in policy debates and in building more effective links and beneficial outcomes.

Australian business can reap large benefits from better access to the skills and knowledge of our higher education institutions. Business leaders have a lot to offer in promoting the quality, vitality and global competitiveness of our higher education system.

The purpose of the Business/Higher Education Round Table (B-HERT) is to pursue initiatives that will advance the goals and improve the performance of both business and higher education for the benefit of Australian society.

In pursuing its mission, B-HERT aims to influence public opinion and government policy on selected issues of importance.

B-HERT is the only national body where leaders of Australia's business, research, professional and academic communities come together to address important issues of common concern, to improve the interaction between Australian business and post-compulsory education institutions, and to help guide the future directions of post-compulsory education.

Membership comprises Australian universities, corporations, professional associations and major public research organisations.

We are pursuing an integrated set of priorities, including: *long-term funding of universities, particularly in respect of research and research training; *the training agenda - in terms of the extent to which the education and training sector is meeting

the needs of business; *a greater focus on post-compulsory education; *the commercialisation of research, particularly in the public sector; *the critical need for lifelong learning in the business environment; *the importance of an enterprise culture *more effective identification, management and exploitation of IP; *more effective regional engagement; *commercial partnerships in R&D; *quality in HE; *science infrastructure; and the need to invest in R&D.

About the Australian Business Deans Council

The mission of the Australian Business Deans Council (ABDC) is to promote excellence in business education and research, and recognition of their value and contribution to the Australian economy and community in general.

The ABDC is the premier body representing the interests of business academics and other persons interested in business education and research in Australia. The ABDC was formed in 2002 and now comprises 40 member institutions from across Australia.

Deans of Business in Australia have a united and strong desire to have the interests of business education more firmly placed on the agenda of government and corporate Australia. Graduates of Australian business faculties and schools work in a diverse range of industries, are members of interdisciplinary associations, and add value wherever there is a management role to play. The business profession is a major employer of university graduates and has a significant stake in higher education. As the voice of business education in Australia, the ABDC intends to raise awareness of the issues facing the sector and to win greater recognition for its contribution to the national economy.

The Council seeks to provide intellectual leadership on issues relevant to the ongoing success of business schools. The Council aims to build both internal status within universities and external status with government and business to reinforce the value of the contribution made by business schools and their graduates.

B-HERT Courses/Conferences for Philanthropy for Higher Education in conjunction with Global Philanthropic

Fundraising School for University Development Officers

16-20 April 2007, Melbourne

Chaired by Professor Dennis Gibson AO, Chancellor RMIT University

For university fundraisers in their first five years.

Comprehensive training covers: integration of fund raising; alumni relations and communications; annual gifts; developing the case for support; faculty fundraising; campaigns; bequests, ethics; prospect research; grant writing; working with academic staff; relationship management; asking my mail, telephone and on-line; international fundraising; donor recognition and stewardship; and corporate partnerships.

Fundraising Development for Academic Leaders

17-18 April 2007, Melbourne

Chaired by Professor Michael Keniger, Deputy Vice-Chancellor (Academic), University of Queensland

For DVCs, PVCs, Deans, Heads of Schools, Directors of Research Institutes and Heads of Residential Colleges

Topics include: integrating alumni relations and fundraising; roles of academic leaders and fundraising staff; preparing the case for support; unit based alumni programs; capital and major gift campaigns; and raising funds in Asia.

Fundraising Forum for Vice-Chancellors

18-19 April 2007, Melbourne

Chaired by Professor Sandra Harding, Vice-Chancellor, James Cook University

Restricted to Vice-Chancellors

International speakers present key topics; models for integrating fundraising; alumni relations and communications; investment in fund raising systems; successful campaigns ; and the roles of Vice-Chancellors, Deans and Development Officers.

Forum for Senior Development Professionals

3-4 September 2007, Brisbane

For university fundraising and alumni leaders.

Senior practitioners reflect on developments in the sector and trends overseas; consider governmental incentives, institutional structures and staff recruitment. This forum also identifies issues to be addressed in the Global Philanthropic university conferences in 2008.