

Message from Professor Marie Wilson
Pro Vice Chancellor (Business and Law)
UniSA Business School

UniSA's Business School which comprises the Schools of Commerce, Management, Marketing, and Law, is located on the City West Campus, together with Art, Architecture and Design and (EASS), the Samstag Gallery, Hawke Centre and Kerry Packer Civic Gallery. Our students and staff enjoy the diversity both within the West End precinct, the City West campus and our Business School and the close connections we have with the local business and legal community in the city centre. The free inner-city Tram stops directly outside our front door and we have front row seats on the amazing development of the health and medical research precinct that is transforming this end of North Terrace.

We are the state's largest, and one of the nation's premier business schools, ranked in the top 1% worldwide.

Our Business School has been EQUIS accredited since 2004 and we are proud that we have held this prestigious recognition longer than any other Australian university. We are ranked by QS as a 5-star Business School and this speaks to the excellence of our constituent Schools of Commerce, Management, Marketing, and Law. We host and internationally recognized MBA program with multiple awards and national and international 5 star ratings. We currently hold 16 professional accreditations, including the Law School's recent achievement of Bar Council of India recognition to complement their very positive SA accreditation review.

We have over 8000 students in three undergraduate and five postgraduate programs, and Masters and PhD research programs. We have one of the most diverse student bodies in the University, and our staff profile is equally diverse. Our students are supported by 190 academic staff, 120 professional staff, and over 100 industry adjuncts, visitors and volunteers.

Each of our schools are committed to preparing our graduates for global professional careers and we do this by leveraging our traditional strengths, innovative teaching, effective use of technology, and an emphasis on applied learning – and this commitment is evident in the fact that our graduates consistently have the highest employment statistics in the region. Our students are encouraged to gain a truly international perspective and equipped to work on the global stage.

We are distinctive internationally for our focus on business growth and innovation: core commitments within a University of Enterprise. Our leadership in this area is demonstrated by:

- the internationally renowned work of the Ehrenberg-Bass Institute for Marketing Science in establishing the laws of brand growth, and working with global companies to add value to their marketing approach
- the contribution of the Institute for Choice to understanding strategic growth pathways, with businesses through Australia and globally
- expertise in technology venture creation and support in the Innovation and Collaboration Centre – a partnership between UniSA, Hewlett Packard Enterprise and the State;
- supporting global capability through the Australian Centre for Asian Business – the authority on business, management and trade issues that arise between the our vastly different cultures
- Inspiring leaders and managing people - the Centre for Workplace Excellence – a world-class research centre committed to researching current and future workplace challenges, and

- the impactful work of our Centre for Business Growth, which works with over 100 medium sized Australian companies each year to accelerate their growth, with recent graduates more than doubling the size of their companies and their profitability

Our teaching and research addresses key issues in South Australia, and link us to the other divisions at UniSA – particularly in research and teaching programs that address the transformation of tourism, challenges in financial decision-making and strategy, the law and economics of scarce resources, human rights, housing and aging; the transformation of work and the workforce.

To find out more about the UniSA Business School check out our website www.unisabusinessschool.edu.au

Did you know:

- The UniSA Law School Clinic has provided over \$1.5Million in pro bono legal services to clients engaged in matters before the lower courts and tribunals. Under the supervision of qualified legal practitioners, the UniSA Legal Advice Clinic is staffed by law students who offer free legal advice on a range of matters including criminal, family, debt claims, car accidents, tenancy, and neighbourhood disputes.
- Research by our Ehrenberg-Bass Institute for Marketing Science was behind the SA governments' decision in 2009 to ban the single-use plastic bag. Following the ban, our researchers discovered that 80% of people had supported it and changed their shopping behaviour.
- Research by the Centre for Workplace Excellence has established key barriers to diversity in the workplace, and is engaged in addressing inequity in Australian workplaces
- Dr Peter Balan, OA, worked with others to set up 'SeniorPreneurs', a networking organisation for people over 55 to encourage and support start-up enterprises (for-profit or social not-for-profit) in South Australia, and is extending this activity into Melbourne. This project has significant corporate sponsors, including PricewaterhouseCoopers, Microsoft SA, the City of Adelaide, Polaris Business and Innovation Centre, Adelaide Business Hub and Eastside Business Enterprise.

* UniSA Business School is one of just nine institutions in the country and 167 globally to be accredited by EQUIS. There are a total pool of 16,585 Business Schools worldwide, as reported by the AACSB, July 2016. ^ QILT: Australian Graduate Survey - Graduate Destinations 2012 to 2014 Full-time Employment Indicator.