

EXECUTIVE EDUCATION

*Executive  
Master of  
Business  
Administration*



# INTERNATIONAL STUDY TOUR PROGRAM

**25 August to 5 September 2019**  
**Munich, Germany**

# AN INTERNATIONAL STUDY TOUR - WHAT IS IT?

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## 1. An integrated double unit

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The integrated double unit comprises two Essential Units as follows:

- BUSN606 Leading Sustainable Organisations (note this unit replaces MGME638 Ethical Leadership and Social Responsibility);
- MGME605 Strategic Management for Sustainability

## 2. Designed to reflect current best practice

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Current best practice thinking (supported by empirical evidence) suggests that the generation of long term sustainable economic, social and environmental outcomes is dependent above all on strategic leadership. Lessons implicit in the program apply to a range of organisation types, not just profit maximising firms.

## 3. Designed and delivered by acknowledged experienced scholar-practitioners

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The offshore experience is being designed and delivered by international consulting academics who have run a slew of successful study tours over twenty years and a former C-suite Strategy (and Group HR) executive who has also taught at the undergraduate and MBA level for a number of years.

The program has almost unparalleled access to senior executives (existing relationships) in major international German companies.



Neuschwanstein Castle (Bavaria, Germany)

# 2019 PROGRAM OVERVIEW

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## Phase One: Pre-Tour

TBA	Tour Information Evening (18:30 to 20:30)
Saturday 29 June	Day 1: Leading Sustainable Organisations Workshop
Sunday 30 June	Day 2: Strategic Management for Sustainability Workshop
1 July to 21 July	Prepare draft company reports and management questions (16)
Friday 26 July	Return of student drafts on host company reports (graded for improvement)
Friday 2 August	Finalisation of student reports / questions and transmission to companies

## Phase Two: On-Tour

Sunday 25 August	Arrive Munich, Hotel Mühle, Ismaning
Monday 26 August	Inter-cultural briefing and local tour
Tuesday 27 August	Workshop and preparation for company visit(s)
Wednesday 28 August	Workshop and preparation for company visit(s)
Thursday 29 August	Company (1) visit and de-brief
Friday 30 August	Company (2) visit and de-brief
Saturday 31 August	Organised group excursion to Neuschwanstein Castle
Sunday 1 September	Organised group excursion to Neuschwanstein Castle
Monday 2 September	Company (3) visit and de-brief
Tuesday 3 September	"Making sense" day
Wednesday 4 September	"Making sense" day
Thursday 5 September	Depart Munich

# PROGRAM DETAIL

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## Phase One: Pre-Tour

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- Online Information Evening: TBA
- Online class meeting - Leading Sustainable Organisations: 29 June 2019 - 14:00 to 21:00
- Online class meeting - Strategic Management for Sustainability: 30 June 2019 - 10:00 to 18:00

### Information Session: TBA

This session will explain tour schedules, provide updates on host companies, and establish syndicate groups. Dr Harry Bergsteiner, who is liaising with the host companies and coordinating the tour, will answer questions about the overseas component of the study tour. An intercultural briefing on Germany will also be given and participants' questions addressed.

### Meeting One: 29 June

This session will focus on the Leading Sustainable Organisations unit. It will clarify course objectives, assessments and assign students to syndicate groups based on the host organisations. This meeting will cover concepts of leadership, sustainable leadership practices, environmental and social responsibility including Sustainable Development Goals, best practice and other relevant concepts and tools, along with comparisons between the Anglo/US and European models of business leadership.

This session provides a framework for analysing sustainable leadership practices, which will be useful for analysing study tour learnings. Following this session, syndicate groups will be expected to prepare a high-quality briefing report on the host companies. Students are reminded that effective group work requires effective group processes, and they may want to revisit some of the guidelines on teamwork from past subjects.

### Meeting Two: 30 June

This session will focus on the Strategic Management for Sustainability unit. It will clarify course objectives, assessments and assign students to syndicate groups based on the host organisations. This meeting will cover concepts of strategy, sustainable management, and other concepts and tools. This session provides a framework for analysing sustainable practices, which will be useful for analysing study tour learnings. Following this session, students will be expected to begin preparing their individual pre-tour assignment.



"Siegestor" Monument (Munich, Germany)

## Phase Two: On-Tour

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The 2019 International Study Tour covers 11 days in Germany, starting and finishing in Munich between, 25 August and 5 September, 2019. Cultural and recreational activities are built into the program on the weekend and after the visits wherever feasible. A more detailed itinerary will be available closer to these dates. The preliminary itinerary is as follows:

Sunday 25 August	Hotel Mühle: Students arrive at the Hotel Mühle, Kirchplatz 5, 85737 Ismaning, before 5pm. Munich is the closest international airport and Ismaning lies conveniently on the airport-Munich train line.
Monday 26 August	Hotel Mühle: Orientation and local tour.
Tuesday 27 August	Hotel Mühle conference room: Workshops focusing on student-led briefings on sustainable leadership.
Wednesday 28 August	Hotel Mühle conference room: Workshops focusing on student-led briefings on strategy for sustainability.
Thursday 29 August	Host 1: Visit to a host company. (See Student Responsibilities note below.)
Friday 30 August	Host 2: Visit to a host company. (See Student Responsibilities note below.) In the afternoon, coach to Füssen with stopovers en route at some tourism highlights, e.g. Ettal Monastery, Oberammergau, time/traffic permitting.
Saturday 31 August to Sunday 1 September	Hotel Schlosskrone: Stay in the Bavarian Alps. Visit a UNESCO world heritage site, Neuschwanstein Castle, take a mountain or lake hike, visit surrounding towns and/or relax in the village. Bring appropriate footwear, sunscreen, water etc. for the hike.
Monday 2 September	Host 3: Visit to a host company. (See Student Responsibilities note below.)
Tuesday 3 September	Hotel Mühle conference room: Interpretive, sense-making day making explicit what has been learned about Leading Sustainable Organisations.
Wednesday 4 September	Hotel Mühle conference room: Interpretive, sense-making day making explicit what has been learned about Strategic Management for Sustainability.
Thursday 5 September	Departure.

### Student Responsibilities:

- While at host companies, student group(s) are responsible for managing the visit, including introducing the ACU group, thanking the hosts and presenting gifts in a culturally-appropriate manner, ensuring that the group's written questions are answered and conducting the debrief.
- Students maintain a reflective journal for assessment in the Strategic Management for Sustainability unit.
- Formal business attire is required during host visits.

## Phase Three: Post-Tour

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There are no formal class meetings in Phase Three, although participants traditionally arrange informal get togethers upon their return.

Participants complete their individual assignments for both units.

# LEARNING METHODS

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- Learner Driven
- Deep Learning
- Immersive Learning

# WHAT YOU WILL LEARN

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- Experience first hand diverse approaches to leadership and strategy.
- Engage in an open exchange of views — both formal and informal — with senior executives from host companies.
- Learn about successes (and failures!) in a range of strategic, change and people management areas.
- Develop your own thinking about optimising organisational performance in a time of rapid technological change, the rapid emergence of global operating models and expanding diversity.

# NETWORKING

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We all appreciate the benefits of networking. On an international study tour, these become amplified. You will:

- Benefit from insights and links to European organisations inaccessible to casual visitors.
- Enjoy networking with other like minded study tour participants.
- Learn from others with a diverse range of backgrounds.
- Create on-going learning and support networks.

# CULTURAL EXPERIENCES

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An international study tour can be hard work, but it's not all about hitting the books. While on your German study tour you'll complement your study experience with an array of memorable cultural experiences guided by experienced hosts that know the best Munich has to offer. Here's a sample:

- Start with an intercultural briefing session
- Enjoy a tour of Munich
- Stay in local character hotels
- Experience the delicious local cuisine
- Visit the unforgettable Neuschwanstein Castle
- Take in the breathtaking scenery while hiking in Bavarian Alps
- Visit selected cultural sites
- Grab a helmet and enjoy a Munich cycle tour (optional)
- And no trip to Germany would be complete without the option to visit their famed beer gardens.

# YOUR FACULTY

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## **JOHN ENGLISH, PROGRAM DIRECTOR EMBA**

BEd (Sydney), MBA (Monash)

John English is a former Group Executive who has worked with major listed financial services companies and has broad management experience in strategy and innovation. John's current interests lie in management consultancy, start-up advice and teaching on the EMBA. John's current interests lie in management consultancy, start-up advice and teaching on the EMBA.

His client advice focuses on designing new business models and harnessing emerging technologies in the data and digital era. Originally qualified as an economist, John has an MBA from Monash University where he was a recipient of the Directors' Award in his graduation year. He is an exemplar of the scholar-practitioner model on which the faculty of our EMBA program has been founded.

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## **PROFESSOR GAYLE AVERY**

BA (Honours) (Sydney), MTCP (Sydney), PhD (Monash) Founding Director, Institute for Sustainable Leadership, Australia

Specialising in leadership, management development and creating sustainable enterprises, Gayle advises senior managers from a wide range of national and international clients and is author of many papers and books on management.

She is professor at Macquarie University, visiting professor at leading international business schools and ACU, and is co-director of the Institute for Sustainable Leadership. As a very experienced corporate and executive educator, Gayle Avery brings extensive global experience in business, government and academe.

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## **DR HARRY BERGSTEINER, TOUR PROJECT MANAGER**

B. Arch, Dip. TCP, PhD (Macquarie)  
Founding Director, Institute for Sustainable Leadership, Australia

Harry completed his PhD in management at Macquarie University, and specialises in sustainable leadership and accountability.

Using additional skills from his earlier background in architecture and urban management, Harry applies extensive graphical modelling to present research findings to practitioners and in developing practical tools. Harry is currently co-director of ISL, a former honorary professor at the Australian Catholic University, author, study tour leader and advisor to government and the private sector.

Munich-born Harry has lead and managed 11 previous study tours to his native Europe.

# TOUR: 99G

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In addition to standard tuition fees, the following outlines the international study tour fees:

## ACCOMMODATION

You have the choice of single or double room accommodation at the following locations:

- Hotel Mühle in Munich
- Hotel Schlosskrone near Neuschwanstein Castle (Saturday 31 August and Sunday 1 September)

Accommodation plus incidental costs (coaches, drivers/guides, room hire) are as follows:

- Single accommodation           AUD \$2,310 per person
- Shared accommodation         AUD \$1,655 per person

Fees excludes meals, airfares and transfers.

## DEPOSIT

Please note: a non-refundable deposit of AUD\$500 is payable by Friday 8 March and the balance will be required by the end of April.

Most tour costs will be incurred in Euros, but ACU will bear all foreign exchange risks.

# NEXT STEPS

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To progress your formal registration to participate in our International Study Tour to Germany in 2019 you'll simply need to pay your deposit by Friday 8 March 2019. Go to [acu.edu.au/EMBAGermany](http://acu.edu.au/EMBAGermany) and follow the instructions. For more information about the registration process please contact:



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