



MONASH
College

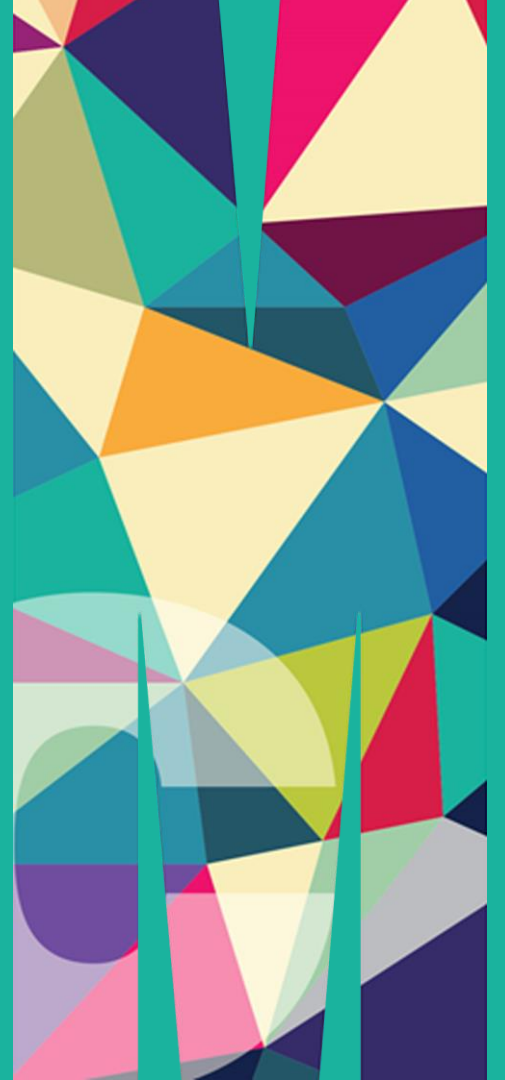
What it's really like launching a joint venture, innovative degree

Nicki Sheridan



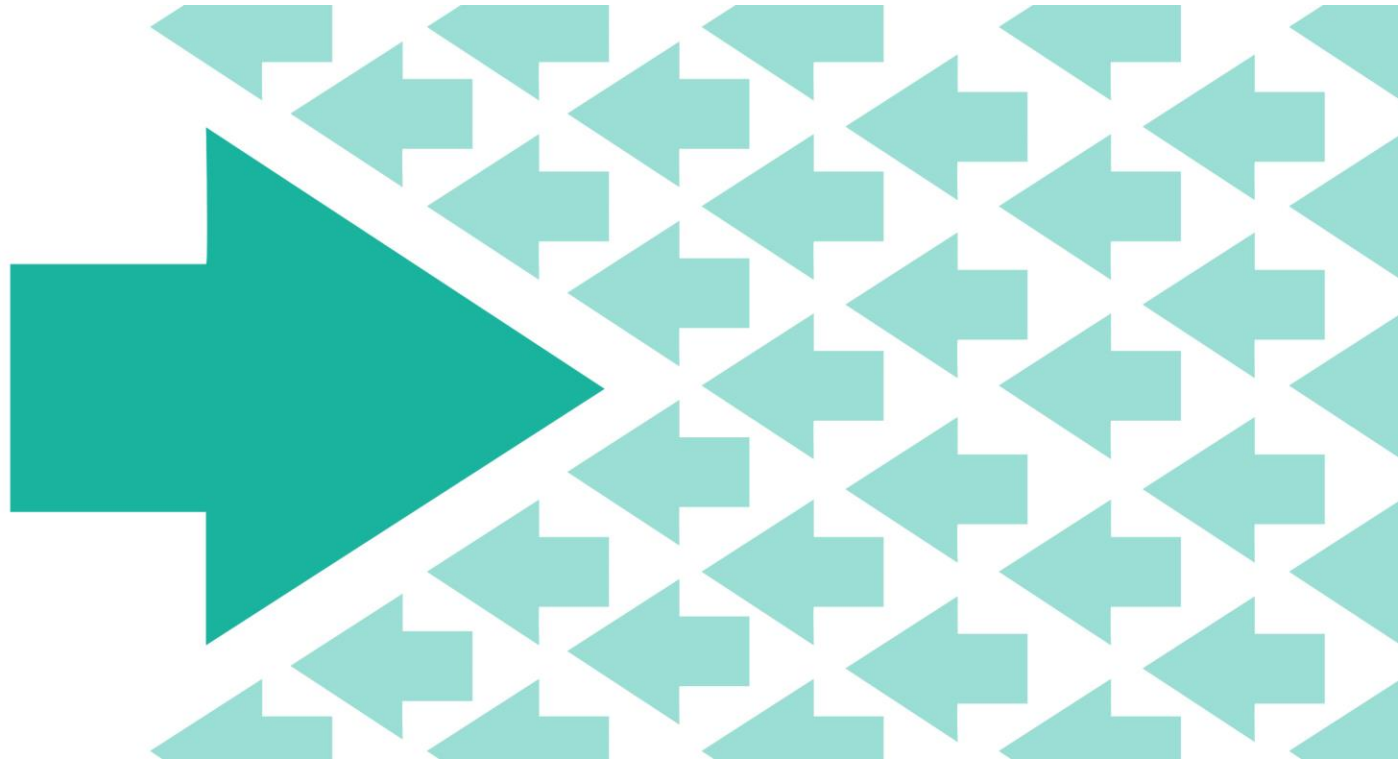
“Don’t find customers for your products,
find products for your customers.”

Seth Godin



INNOVATION IN A CROWDED MARKET

**RESPONDING
TO THE SHIFT
IN EDUCATION**



WHAT WE KNEW



Prestige brand
Ranking
Size

INNOVATION

Trusted partner
Experienced
Adaptable

THE IDEA

A MONASH UNIVERSITY DEGREE
– DELIVERED DIFFERENTLY –

THE IDEA

BACHELOR OF INTERNATIONAL BUSINESS

A DEGREE DELIVERED DIFFERENTLY

AMBITIOUS



GLOBAL



PRACTICAL

- Industry
- Networking
- Internship

ENGAGING

- Lectorial
- Technology
- Mentorship

WHAT WE DID

FEB 2014

Market
research

Board
approval

Accreditation

Marketing
plan and
execution

Location
selection

Appoint
program
director

Curriculum
delivery model

Custom
campus
design

Recruit
academic
staff

Applications

Enrolments

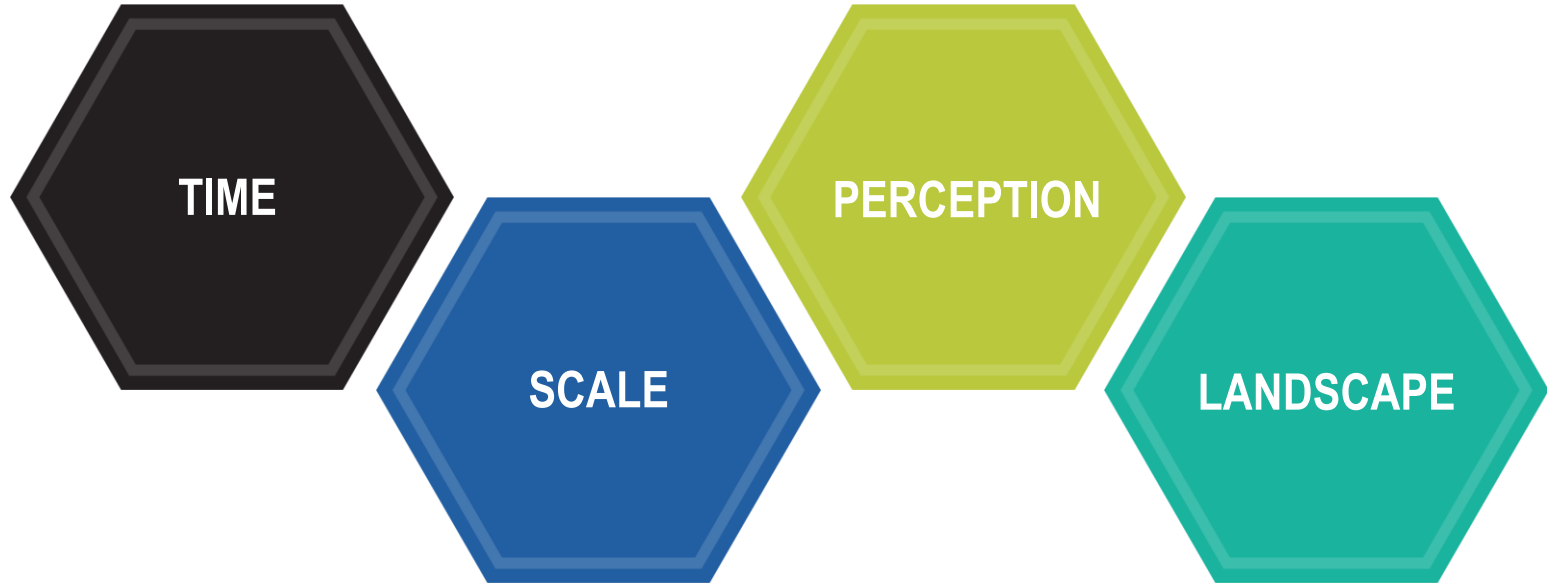
TRIMESTER 1
MARCH 2015

“The way I see it, if you want the rainbow,
you gotta put up with a bit of rain”

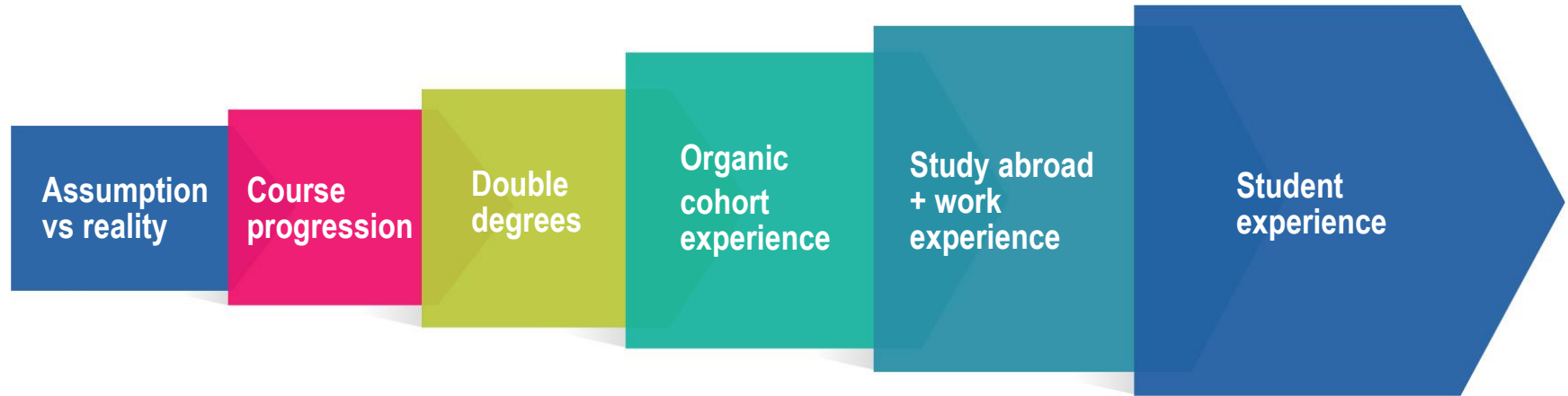
Dolly Parton



THE CHALLENGES



EVOLUTION



SUCSESSES



Study abroad



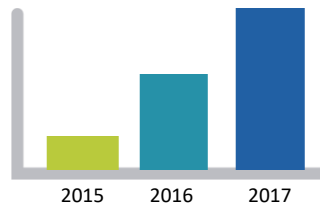
Internships



Job offers



Industry speakers



Growth



Leading the way

LEARNINGS



Opportunity



Listen, adapt



**Leverage
strengths**



**Manage
expectations**



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monash.edu/BIB

