The Head of Campus role in a private higher education provider – less students but more hats to wear

TRENT POHLMANN
- In 2004, S P Jain built its first campus in Dubai

- In 2005, S P Jain was invited by the Singapore Government to establish a campus in Singapore

- Campuses in Singapore, Sydney and Mumbai

- S P Jain has been ranked number 1 in the U.A.E. in a Brand Perception Audit conducted by Nielsen in 2008

- S P Jain commenced operations as an Australian-registered higher education provider in December 2012
Dubai Campus

- Located in the Dubai International Academic City

- S P Jain occupies an entire stand-alone building covering approximately 60,000 square feet, spread over three floors

- The campus is built in a contemporary fashion, with hi-tech learning centers, mock trading rooms, an up-to-date library, video conferencing facilities and more

- The in-campus cafeteria along with the food court of the Academic City offers multinational cuisine to the students
Singapore Campus

- Located amidst lush greenery and foliage comprises several renovated heritage buildings spread over seven acres

- Easily accessible by road, with a bus stop just outside the campus. Additionally it is in close proximity to other local schools, medical facilities, hospitals and 24-hour food outlets

- A cafeteria offering a variety of multinational cuisine caters to the food requirements of the student community. There is also a sandwich bar on the campus for a quick bite
Singapore Campus
Sydney Campus

- Located in Sydney Olympic Park, the area has exceptional facilities for sports and recreation

- The campus has 12 auditorium style classrooms, breakout rooms, café, lounges and other facilities expected at a premium business school campus

- Students are provided their own space and serenity to study, and at the same time have an opportunity to get involved in the exciting culture of Sydney to experience the true essence of global learning
Mumbai Campus

- Located in the heart of the bustling city of Mumbai, S P Jain's Mumbai campus is modern, authentic and casual

- Our new campus is unique in more than just its design. The classrooms or what we call Learning Centers are equipped with look-at-me cameras, touch screen whiteboards, high definition inter-campus video conferencing facilities and unique decision-making touchpads

- A distinctive highlight of our new Mumbai campus is its Simulation Centre, the first-of-its-kind in any business school in the world
Courses Offered

Postgraduate

- Executive Masters of Business Administration (EMBA)
- Global Masters of Business Administration (GMBA)
- Master of Global Business (MGB)

Undergraduate

- Bachelors of Business Administration (BBA)
- Bachelors of Business Communication (BBC)
- Bachelors of Economics (BEC)
EMBA

- Part-time Program
- Industry relevant curriculum
- Cutting-edge Electives
- Emphasis on Personal Effectiveness and Leadership
- Peer group and Networking
- Graduating with an Australian Degree
- Global Distinguished Faculty
- Experiential Learning

WWW.SPJAIN.ORG
GMBA & MGB

- Tri-City Model
- Semester 1 Singapore, Semester 2 Sydney, Semester 3 Dubai
- Ranked among the world's best MBA programs
- Business Education 2.0 curriculum
- Corporate Readiness training
- Accredited by UK, and ABEST21, Japan
- Career Services Offices in seven countries offering placement assistance

WWW.SPJAIN.ORG
BBA

- Four-year undergraduate course
- Tri-City Model
- Year 1 Singapore/ Mumbai, Year 2 Dubai, Year 3 & 4 Sydney
- Option to complete 1st year in Mumbai or Singapore
- Three cutting-edge majors to choose from: Marketing, Finance and Entrepreneurship
- Qualifies you to work in Australia upon completion
- Best prepares you for elite international MBA programs and makes you highly competitive in the global business arena
- Option to transfer to BEC or BBC in the second year
BBC & BEC

- Specialised course focused on technical skills needed for employment
- Year 1 in Singapore, Years 2 and 3 in Dubai
- Seven specialist electives to choose from
- Economical both in time and resources
- Real-world learning
- Australian degree
- Transfer from BBA into BEC or BBC after first year

WWW.SPJAIN.ORG
Current Snapshot and Future Plans

- 1,000 students (predominantly international). Sustainable plans to double and quadruple in size

- 200 internal staff plus a similar number of sessional academics

- A couple of new programs

- Highly-ranked

- Positioned somewhat at the high end

- Relatively small and specialised in the business arena

- Don't expect to see a new campus in another country very soon
Business Education 2.0

GLOBAL INTELLIGENCE
+ REAL-WORLD SKILLS

BUSINESS TOOLS & CONCEPTS
(BUSINESS EDUCATION 1.0)
Why those locations?

- Dubai
- Singapore
- Sydney
- Mumbai

- All offer a different perspective on culture, the business environment and economic history
The Role

- Non-academic

- All operational departments
  - Finance
  - Human Resources
  - Marketing and Recruitment
  - Facilities Management
  - Student Services and Student Life
  - Library
  - Corporate Relations
  - Administration

- Another major element is regulatory and academic compliance and includes an ex-officio position on the Academic Board

- In a much larger institution the role and associated portfolios wouldn’t be possible
The Organisational Structure

- Board of Directors (Council)
- Academic Board
- President (CEO/Vice-Chancellor)
- A senior leadership group consisting of three Deans (undergraduate; GMBA/MGB; and EMBA) and four Heads of Campuses (Dubai, Mumbai, Singapore and Sydney)
- Assistant Deans supplement a presence of academic leadership in each location also
- The structure is flat and relatively decentralised with the exception of three additional “global” roles – Registrar, Admissions and Human Resources
- Contrast with larger institutions where (by and large), operational departments (Marketing, Human Resources etc.) are centralised
So how does it work effectively?

- Is there a contradiction?
- Heads of Campuses are engaged at the regional level without academic responsibilities…
- Deans are lesser engaged at the regional level but manage the entire academic portfolio…
- Many non-academic departments need to also work very closely with academic departments (e.g. Student Life, Library, Corporate Relations)…
- The Solution?
  - A close working senior leadership group
  - A close working Australian team (both professional and academic)
  - Academic board involvement
  - Essentially a matrix reporting structure for some roles
- Sound model, mostly because we operate so globally.
Other Points of Interest

- Management of student accommodation, particularly because our students are international and not always in the country for a long duration

- The Sydney campus building was acquired in 2012 with a lease that runs until just 2019

- We are an Australian NUHEP only, delivering offshore to other countries. However we require ‘endorsement’ from each of those countries in which we operate.

- The Sydney campus manages the region from Malaysia – South, including New Zealand, Pacific Islands and Papua New Guinea

- No one campus is a ‘main hub’ or alternatively a small ‘satellite’. They are the same (approximately) in terms of size and function.
What Keeps me Awake

- Engaging the prospective student community, and industry, in such a saturated capital city market that is services by well-established institutions and business programs

- How do we get people to know about us in Australia?

- How do we complete the transition from the ‘new’ campus that brought international students to Australia, to one that contributes more equally?

- Achieving economies of scale in our activities that are cost-effective yet enable us to reach our entire catchment region

- Demonstrating that Dubai, Mumbai and Singapore deliver to standards declared in Australia
Thank You

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