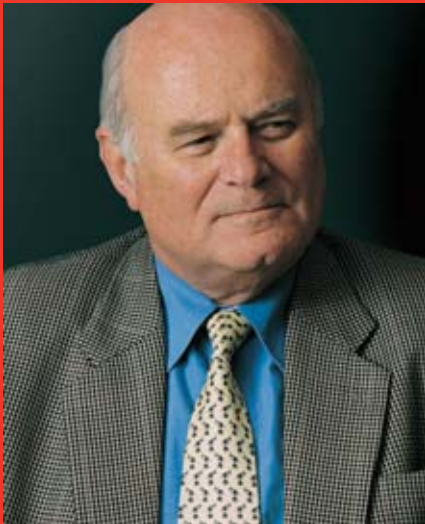


Personal Injury  
Education Foundation

# POSTGRADUATE COURSES IN PERSONAL INJURY

# A PART-TIME POSTGRADUATE PROGRAM DESIGNED TO PROVIDE FUTURE LEADERS WITH THE SKILLS AND ATTRIBUTES TO IMPROVE THE PERFORMANCE AND MANAGEMENT OF ACCIDENT COMPENSATION SCHEMES ACROSS AUSTRALIA AND NEW ZEALAND...



## WELCOME FROM THE CHAIRMAN

The Personal Injury Education Foundation was established by a consortium of Australian and New Zealand accident compensation regulators, insurers and claims management organisations who shared the vision of creating a leading postgraduate program focused on the needs of those working in the industry.

All members of the Foundation recognise that one of the major challenges facing all accident compensation schemes in Australia and New Zealand is the ability to attract, develop and retain high quality staff who will be tomorrow's leaders in personal injury management.

The postgraduate program has been designed to enrich and enhance the range and depth of personal injury management skills, leading to better outcomes for all accident compensation schemes and the communities they are designed to serve.

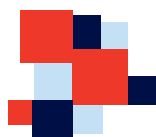
The program provides a unique opportunity for national and international learning, networking, collaboration and research in personal injury.

The learning environment will be engaging and dynamic, focusing on real-life issues and challenges faced by staff working in the industry.

I look forward to you joining this exciting program.

A handwritten signature in black ink, appearing to read 'R R Officer'.

**Professor R R Officer**  
Chairman  
Personal Injury Education Foundation



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### PERSONAL INJURY EDUCATION FOUNDATION

The Personal Injury Education Foundation Limited was established in early 2006 to develop and implement postgraduate qualifications in personal injury.

The push for the development of a specialised personal injury postgraduate program had come about as a result of the realisation that one of the significant challenges facing all accident compensation schemes is the opportunity to enhance the depth and breadth of policy, management and leadership skills of potential industry leaders.

The Foundation is a not-for-profit organisation with members from across Australia and New Zealand. Members of the Foundation currently include:

- workers' compensation regulators and insurers
- motor accident compensation regulators and insurers
- private insurance companies
- claims management organisations.

Tailored to meet the unique needs of Australian and New Zealand accident compensation schemes, the program developed by the Foundation will draw on the experience of leading academics and experts in personal injury management.

### DEAKIN UNIVERSITY

Deakin University has been appointed by the Foundation to be the primary developer and deliverer of postgraduate programs in personal injury.

Deakin is one of Australia's largest universities, providing all the resources of a major university to more than 32,000 award students. Yet the campuses are not huge and overwhelming. Instead, it is easy to get around and there is a strong community feeling.

Established in the 1970s as one of the new generation of Australian universities, Deakin successfully combines a university's traditional focus on excellent teaching and research with a desire to challenge conventional practices and to seek new ways of developing and delivering courses.

Deakin's courses have been developed to be relevant, practical and up-to-date. Staff maintain close links with industry and professional groups, and many courses have a built-in work experience component, meaning graduates develop the skills which will allow them to 'hit the ground running'.

Deakin University's reputation for excellent teaching and innovative course delivery has been recognised through many awards over the past few years, and it has achieved consistently high ratings for graduate satisfaction.



## PROGRAM OVERVIEW

The Foundation has developed a comprehensive postgraduate program in personal injury, including qualifications in:

- Graduate Certificate of Management (Personal Injury)
- Graduate Diploma of Management (Personal Injury)
- Master of Management (Personal Injury)
- Master of Business (Personal Injury).

All of the above courses will be delivered via a mix of online and residential delivery.

It is expected that case discussions, exercises, small group work, peer clinics and other formats will draw on participants' experience and knowledge and challenge them to stretch their intellectual boundaries.

The postgraduate program is offered by Deakin University, however, students enrolled in the program will be able to undertake electives in partner universities in their local jurisdiction.\*

## BEYOND THE CLASSROOM

It is expected that the experience of participating in this postgraduate program will reach well beyond the classroom and that the national and international networks established during this program will be invaluable for participants in their demanding roles.

## PROGRAM AIMS

The postgraduate program aims to:

- position Australia and New Zealand as leaders in personal injury management and education
- develop staff who will demonstrate a critical understanding of the central concepts and literature in the personal injury and claims management field
- develop staff who are prepared for, and committed to, a long term career in personal injury
- develop staff who can undertake critical analysis of personal injury issues using multidisciplinary perspectives, and engage in informed debate of the issues
- enhance the breadth and depth of claims management skills within the personal injury sector
- provide graduates with the tools and frameworks needed to improve outcomes for accident compensation schemes
- meet the needs of the personal injury industry and fill identified skill gaps.

## GRADUATE QUALITIES

It is expected that graduates of the postgraduate program will:

- be familiar with the fundamental theories and concepts underpinning effective performance in the personal injury industry
- have a good understanding of the current issues and challenges facing accident compensation schemes in Australia, New Zealand and internationally
- be skilled in applying theory and analysing data to solve real world claims management problems
- have well developed personal and leadership skills
- understand and apply research methods and undertake independent research
- develop local, interstate and international networks.

\* where available.



### GRADUATE CERTIFICATE OF MANAGEMENT (PERSONAL INJURY)

The Graduate Certificate of Management (Personal Injury) is a four unit, one year part-time course (Stage 1 of the Master of Management suite).

The entrance requirement for the Graduate Certificate of Management (Personal Injury) is a Bachelor's degree or 5 years relevant work experience or a combination of relevant training and work experience.

To complete the Graduate Certificate of Management (Personal Injury), students must successfully complete the following four subjects:

- Injury Management
  - Scheme Policy and Design
  - Financial Reporting and Analysis
- and one elective from the approved list.

On successful completion of the Graduate Certificate of Management (Personal Injury), students can articulate into the next award level, the Graduate Diploma of Management (Personal Injury), Stage 2.

### GRADUATE DIPLOMA OF MANAGEMENT (PERSONAL INJURY)

The Graduate Diploma of Management (Personal Injury) is a four unit, one year part-time course (Stage 2 of the Master of Management suite).

The entrance requirement for the Graduate Diploma of Management (Personal Injury) is the completion of the Graduate Certificate of Management (Personal Injury).

To complete the Graduate Diploma of Management (Personal Injury), students must successfully complete the following four subjects:

- Claims Management Strategy
  - Scheme Assessment and Economics
  - Strategic Management
- and one elective from the approved list.

On successful completion of the Graduate Diploma of Management (Personal Injury), students can articulate into the next award level, the Master of Management (Personal Injury), Stage 3.

### MASTER OF MANAGEMENT (PERSONAL INJURY)

The Master of Management (Personal Injury) is a four unit, one year part-time course (Stage 3 of the Master of Management suite).

The entrance requirement for the Master of Management (Personal Injury) is the completion of the Graduate Diploma of Management (Personal Injury).

To complete the Master of Management (Personal Injury), students must successfully complete the following four subjects:

- Work-Based Project
  - Change Management
  - Strategic Customer Service
- and one elective from the approved list.

### APPROVED LIST OF ELECTIVES

Participants enrolled in the Master of Management suite are eligible to select from an approved list of electives or similar units from partner universities where available.

## OVERVIEW OF MASTER OF MANAGEMENT SUITE

STAGE 1	STAGE 2	STAGE 3
<b>Graduate Certificate of Management (Personal Injury)</b>	<b>Graduate Diploma of Management (Personal Injury)</b>	<b>Master of Management (Personal Injury)</b>
<p><b>Core Units:</b></p> <ul style="list-style-type: none"> <li>• Injury Management</li> <li>• Scheme Policy and Design</li> <li>• Financial Reporting and Analysis</li> </ul> <p><b>Elective:</b></p> <ul style="list-style-type: none"> <li>• Other approved elective</li> </ul>	<p><b>Core Units:</b></p> <ul style="list-style-type: none"> <li>• Claims Management Strategy</li> <li>• Scheme Assessment and Economics</li> <li>• Strategic Management</li> </ul> <p><b>Elective:</b></p> <ul style="list-style-type: none"> <li>• Other approved elective</li> </ul>	<p><b>Core Units:</b></p> <ul style="list-style-type: none"> <li>• Work-Based Project</li> <li>• Change Management</li> <li>• Strategic Customer Service</li> </ul> <p><b>Elective:</b></p> <ul style="list-style-type: none"> <li>• Other approved elective</li> </ul>



## CORE UNITS

### Injury Management

The purpose of this unit is to promote and develop students' understanding of the concept of injury management. This unit will facilitate the student's awareness of effective approaches to managing injury to reduce human, social and economic costs.

Students are given an overview of the injury management process for dealing with injuries common to a personal injury context.

### Scheme Policy and Design

This unit will provide students with an overview of the history of workers' and motor accident compensation schemes, along with critical analysis of the current situation around Australia and internationally. The unit considers the political issues surrounding the development of scheme design/policy and the impacts these decisions may have on other related bodies.

The objective of the unit is to impart an understanding of the rationale for statutory schemes and to better equip students to diagnose causes of scheme dysfunction/underperformance requiring legislative remedies and more effectively allow their participation in the necessary processes to implement change.

### Financial Reporting and Analysis

The unit aims to develop a student's ability to read, interpret and use corporate financial reports and other relevant information such as internal accounting reports. The unit is primarily concerned with developing a strong understanding of accounting concepts and issues from perspectives both internal and external to the entity.

This understanding can then be applied to a range of theoretical and practical problems often encountered by managers. The participant's appreciation of the complexities of financial measurement, accounting policy selection, and techniques of managerial accounting is developed using case studies and practical problems. No previous accounting background is assumed.

### Claims Management Strategy

The objective of this unit is to provide students with an overview of the different claims management techniques available to improve business performance and the appropriate skills and knowledge to effectively manage and resolve personal injury disputes.

This unit is designed to equip students with the core strategic and business planning skills to effectively manage scheme outcomes, costs and disputes.

### Scheme Assessment and Economics

This unit is designed to provide students with a comprehensive understanding of the unique aspects of the risk associated with long tail personal injury schemes and how schemes are assessed and evaluated.

The objective of this unit is to equip students with the skills and tools needed to recognise sub-optimal claims outcomes, to model, quantify and prioritise proposed changes and to better understand prevention strategies as deployed by workers' and motor accident compensation schemes.

### Strategic Management

The unit aims to develop a capacity to think strategically about an organisation, its industry and competitive position; to understand the tools used for the analysis of its strategic position; to understand the correct application of these tools to a variety of industry situations; to integrate functional knowledge in making strategic decisions and to develop an appreciation of the organisational processes by which strategies are formed, evaluated and implemented.

### Strategic Customer Service

The 12 topics covered in this unit focus on various aspects of customer service, set within a strategic framework of customer service vision and standards. Today, consumers are becoming more informed and sophisticated, thus demanding more in terms of high quality service, yet general perceptions of declining service quality and reduced customer satisfaction with customer service are apparent. Therefore, it is important that both pure service organisations and goods-based organisations deliver strong customer service. In response to this, this unit is designed to provide students with the theory, concepts, strategies and tactics to deliver exceptionally good customer service. A strategic focus is taken.



### Change Management

This unit aims to deepen students' understanding of the change process through practical application of various approaches to and techniques of change management. Much of the unit comprises case study analysis and practical exercises, complemented by guest speaker presentations. However, students are also expected to improve their understanding of theories of change management in order to more successfully integrate the knowledge and experience required.

### Work-Based Project

As one of the last core units in the Masters program, the Work-Based Project represents a true capstone experience by providing students with the opportunity to apply skills and knowledge they have developed throughout their participation in the program. The major element of assessment, a major research report, will involve cross-jurisdictional project teams analysing and proposing solutions to substantive and contemporary issues in personal injury.

Projects will test the team's ability to define a 'real-life' problem, design a strategy for addressing the problem, gather data, formulate and evaluate options and make recommendations. The intention is that the Work-Based Project will bridge the worlds of classroom and practice as students manage the challenges of working cooperatively in teams spanning jurisdictions and work backgrounds to develop genuine and sustainable solutions to difficult and complex issues.

### MASTER OF BUSINESS (PERSONAL INJURY)

As an alternative to undertaking one of the qualifications under the Master of Management suite, the Foundation has developed a separate and shorter Masters program called the Master of Business (Personal Injury) which is an eight credit point, two year part-time course.

Applicants for the Master of Business (Personal Injury) will require either a:

- Four year undergraduate degree
- Three year undergraduate degree with greater than two years relevant work experience.

Participants enrolled in the Master of Business (Personal Injury) program must complete the following seven core units:

- Injury Management
- Scheme Policy and Design
- Financial Reporting and Analysis
- Claims Management Strategy
- Scheme Assessment and Economics
- Strategic Management
- Work-Based Project.

The remaining unit can be chosen from either:

- Change Management or
- Strategic Customer Service or
- another approved elective.

Note: All units included in the Master of Business (Personal Injury) program can be undertaken in the Master of Management suite of qualifications.



## EXECUTIVE DEVELOPMENT RESIDENTIALS

The residential component of the program will provide students with a highly interactive study experience and an opportunity to build professional networks with fellow participants.

All residential components will be held at the Deakin Management Centre in Geelong, set in acres of countryside about one hour from Melbourne's Tullamarine Airport and 40 minutes from Avalon Airport.

The Centre creates an ideal environment in which participants are ready to learn and complete challenging study tasks punctuated by relaxation and leisure activities. Take an online tour of the Deakin Management Centre at [www.managementcentre.com.au](http://www.managementcentre.com.au)

## WHAT HAPPENS AT EXECUTIVE DEVELOPMENT RESIDENTIALS?

Typically, participants arrive on a Sunday afternoon, register and meet the staff and other study participants. Class sessions are held in the afternoon and evening and syndicate groups are established. The rest of the week consists of various activities in morning, afternoon and evening sessions. Each residential is different, however, they all incorporate experiential learning and engagement with practitioners and industry experts.

There is usually syndicate group work and visits to businesses or other organisations. Written work is completed in the weeks following the residential and submitted for feedback and assessment. Over the week, participants get to know each other and build strong working relationships. By the end of the week, they have a sense of accomplishment, many new friends, and a solid understanding of the academic and practical aspects of the topic at hand.

## FURTHER INFORMATION

For further information regarding the postgraduate program, contact:

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