

# LAWS70350 Professional Services Management

<b>Credit Points:</b>	12.50
<b>Level:</b>	7 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: October, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: The total class time is between 24 and 26 hours. Total Time Commitment: Visit the Melbourne Law Masters website for more information about this subject.
<b>Prerequisites:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Corequisites:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Recommended Background Knowledge:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Non Allowed Subjects:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Core Participation Requirements:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Contact:</b>	For the most up-to-date information about this subject, contact the Melbourne Law Masters Office by email at <a href="mailto:law-masters@unimelb.edu.au">law-masters@unimelb.edu.au</a> or phone 8344 6190 or alternatively visit the subject website: <a href="http://www.masters.law.unimelb.edu.au">www.masters.law.unimelb.edu.au</a>
<b>Subject Overview:</b>	<ul style="list-style-type: none"> <li># Practice economics</li> <li># Strategy: Formulation and implementation</li> <li># Managing people</li> <li># Marketing, brand and reputation building</li> <li># Business development and client relationship management</li> <li># Business processes and efficiency</li> <li># Knowledge management</li> <li># Business planning and measurement</li> <li># Why some firms fly.</li> </ul>
<b>Objectives:</b>	<p>A student who has successfully completed this subject should:</p> <ul style="list-style-type: none"> <li># Understand the economics of running a legal practice, be it a sole practice, part of a large or medium-sized firm or even an in-house team</li> <li># Be able to formulate a successful competitive business strategy</li> <li># Understand how to recruit, retain, engage and lead staff within a legal environment</li> <li># Understand how to establish key business processes and operate them efficiently</li> <li># Understand the fundamentals of marketing, brand and reputation building</li> <li># Understand how to win clients and build enduring client relationships</li> <li># Understand how to capture, store and leverage commercially valuable knowledge and intellectual property</li> <li># Understand the keys to successful leadership and management of a legal practice - why some firms fly.</li> </ul>
<b>Assessment:</b>	10,000 word research paper (100%) (13 January 2011) on a topic approved by the subject coordinator
<b>Prescribed Texts:</b>	Visit the subject website for more information
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Generic Skills:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Links to further information:</b>	<a href="http://www.masters.law.unimelb.edu.au/">http://www.masters.law.unimelb.edu.au/</a>