

MGMT90077 Strategic Business Planning

Credit Points:	25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	<p>2011, Hawthorn</p> <p>This subject commences in the following study period/s: Semester 1, Hawthorn - Taught on campus. Semester 2, Hawthorn - Taught on campus. Please refer to www.mccp.unimelb.edu.au for delivery details</p>
Time Commitment:	<p>Contact Hours: 40 hours of face-to-face contact scheduled during a five-day course plus Total Time Commitment: Students will need to allocate around 160 hours to undertake the assessable components of work to be completed in the four months following completion of the five-day intensive course.</p>
Prerequisites:	nil
Corequisites:	nil
Recommended Background Knowledge:	nil
Non Allowed Subjects:	nil
Core Participation Requirements:	<p>For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/</p>
Contact:	<p>Melbourne Consulting and Custom Programs Level 3, 442 Auburn Rd Hawthorn VIC 3122 Phone: 9810 3300 Email: mccp.enquiries@mccp.unimelb.edu.au (mailto:mccp.enquiries@mccp.unimelb.edu.au)</p>
Subject Overview:	<p>Note: Melbourne Consulting and Custom Programs are not currently accepting enrolments into this subject.</p> <p>This subject has been designed to provide individuals from primarily technical backgrounds with a theoretical grounding in the foundations of technology commercialisation and to provide specific training that will enable the development of technology commercialisation business plans to support technology management and capital raising for their ventures. Key topics covered include: # Technology Commercialisation Critical Success Factors # Strategy for technology commercialisation # Venture capital and financial management for technology ventures and manufacturing and operations # Valuation and management of technology and intellectual property and putting the right team together # Writing a business plan, risk management, how to negotiate successfully and presenting a business case to venture capitalists</p>
Objectives:	<p>Students who successfully complete this subject will have demonstrated an understanding of: # the critical success factors for successful technology commercialisation, # how to define an industry and assess the factors affecting its growth and profitability and draw conclusions about its relative attractiveness for entry, # defining strategy, identifying competitive advantage,</p>

	<ul style="list-style-type: none"> # the options and requirements for raising capital and managing cashflow in technology based businesses and how to present a business case to venture capitalists, # the issues of production and operations for supply # the options available for intellectual property management and the management of technology, # methods for valuing technology # how to prepare for and undertake successful negotiations, # the requirements of a business plan, including how to identify risks to successful implementation and approaches to the development of strategies to minimize risk, # individual and team work style preferences and how to use this information to create effective teams.
Assessment:	<p>There are two assessment options available to students. The major project may be undertaken on an individual basis or two students from the same workplace may submit a joint project. See below for details: Individual projectA comprehensive business planning document (10,000 words) or investigation of a business opportunity that draws on the fields of finance, market research, strategy and supply chain management in an integrated manner (100 per cent). (See Appendix A)Group projectA comprehensive business planning document of 10,000 words by two students (50 per cent) (see Appendix A) and an individual assessable piece of work (5,000 words) (50 per cent)A maximum of two enrolled students from the same workplace will be allowed to work together on a joint project. Each student will be required to submit a statement detailing their contribution to the project, and the contribution of the project partner, when they submit their joint major project. The individual assessable piece of work will be the investigation of one of the course objectives and its application to the student's workplace, and needs the approval of the Academic Coordinator.</p>
Prescribed Texts:	nil
Recommended Texts:	Students are provided with articles and references that support the teaching program as part of their course materials.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Please refer to MCCP website.
Links to further information:	www.mccp.unimelb.edu.au