

## ENGM90012 Marketing Management for Engineers

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014.
<b>Time Commitment:</b>	Contact Hours: 36 hours per semester Total Time Commitment: 200 hours
<b>Prerequisites:</b>	Admission into one of the following streams of the MC-ENG Master of Engineering: Master of Engineering (Chemical with Business), Master of Engineering (Civil with Business), Master of Engineering (Mechanical with Business), Master of Engineering (Electrical with Business), Master of Engineering (Software with Business)
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Contact:</b>	Associate Professor Richard Tay <a href="mailto:r.tay@unimelb.edu.au">r.tay@unimelb.edu.au</a> (mailto:r.tay@unimelb.edu.au)
<b>Subject Overview:</b>	<p><b>AIMS</b></p> <p>The subject prepares graduate engineers for the practice of their profession in organisations where there is a mutual need and reliance upon their training and skills to satisfy the needs and standards of the organisation, its stakeholders, the profession and the community.</p> <p>It will address:</p> <ul style="list-style-type: none"> <li># the needs, wants, standards and values of potential markets;</li> <li># including the dictates and impacts of product, price, place and promotion;</li> <li># the examination of available human, financial, natural and manufactured resources available to apply to the fulfilment of their tasks through consideration of the function and form required, through sustainable creativity, design, manufacture, delivery and application to attain a superior acceptable result through</li> <li># the phases and procedures of planning, logistics, techniques, systems, human resources, quality control and production to:</li> <li># Delivery, logistics, supply chain management and customer utilisation and feed-back.</li> </ul> <p>This subject uses examples and exercises to demonstrate how students might contribute to meeting the needs and expectations of their organisation, its overall market and community requirements. These will include:</p> <ul style="list-style-type: none"> <li># strategic decision-making, organisational design, the dictates of culture and change, communication, leadership and the capturing and retention of enterprise knowledge;</li> <li># the leadership and management of people, mentoring of colleagues, a code of ethics and continuing professional development, maintenance of a balance of work, family, social, recreation and health activities;</li> <li># The interface with customers, consumers, communities, regulators, trade unions, consultants, professional associations and the maintenance of business and professional networks; and</li> </ul>

	<ul style="list-style-type: none"> <li># An introduction to requirements likely to be encountered of legislative and legal issues including OHS, contract law, negligence, trades practices and intellectual property;</li> <li># These to be complemented by issues and dispute prevention, mitigation and resolution avenues including litigation, mediation, arbitration and safety and dispute procedures.</li> </ul>
<b>Learning Outcomes:</b>	<p><b>INTENDED LEARNING OUTCOMES (ILO)</b></p> <p>On completion of this subject students should be able to mature, develop and apply their undergraduate technical and general analytical, research and life skills to:</p> <ul style="list-style-type: none"> <li># Understand the objectives, responsibilities, structure and resources of contemporary organisations;</li> <li># Understand where engineers fit into organisations and the constructive contribution they can and need to make;</li> <li># Apply the codes of ethics and professional conduct that govern the behaviour of engineering managers in a global and multicultural business environment;</li> <li># Manage the interrelationships between technological trends, innovation, sustainability, organisational culture, organisational change, communication and leadership in technology based enterprises</li> <li># Understand, develop and apply their skills in the areas of general management and management of risk, systems, human resources, costs, budgets, legal requirements, sustainability and community relations principles in engineering practice;</li> <li># Contribute to analysis of organisational technical competencies and how these can contribute to sustaining competitive advantage;</li> <li># Link business strategies such as collaboration, joint ventures, diversification, integration and outsourcing, with organisational design, organisational structure and technological forecasting</li> <li># Establish, expand and manage an engineering consultancy, identify business opportunities, build and maintain client networks;</li> <li># Advise how knowledge management principles can be applied to ensure efficient engineering practice.</li> </ul>
<b>Assessment:</b>	One individual assignment of 1000 words, due in the first half of semester (10%) A personal learning journal of 1000 words (10%) One group assignment of 3000 words, due in the second half of semester (20%) One 10 minute oral presentation, held in week 11 or 12 of the semester (20%) One 2 hour examination, held at the end of the semester (40%)
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	Philip Kotler and Kevin Lilien, Marketing Management, 14th edition, 2012, Pearson Education Ltd.
<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>	<p>On completion of this subject students should be able to:</p> <ul style="list-style-type: none"> <li># Understand the nature of organisations and how they position themselves in the community as a market;</li> <li># Be able to apply strategic marketing principles to engineering practice and design;</li> <li># Appreciate the importance of both technical and social issues that contribute to successful engineering practice including an understanding of market behaviour, demand and supply.</li> </ul>
<b>Related Majors/Minors/ Specialisations:</b>	<p>Master of Engineering (Chemical with Business)</p> <p>Master of Engineering (Civil with Business)</p> <p>Master of Engineering (Electrical with Business)</p> <p>Master of Engineering (Mechanical with Business)</p> <p>Master of Engineering (Software with Business)</p>