

BUSA90510 Executive Management 6

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| Credit Points: | 25 | | |
| Level: | 9 (Graduate/Postgraduate) | | |
| Dates & Locations: | This subject is not offered in 2015. | | |
| Time Commitment: | Contact Hours: 60 Total Time Commitment: 280 hours | | |
| Prerequisites: | Enrolment in the MC-BAEV program | | |
| | Subject | Study Period Commencement: | Credit Points: |
| | BUSA90508 Executive Management 4 | November, December | 25 |
| Corequisites: | None | | |
| Recommended Background Knowledge: | None | | |
| Non Allowed Subjects: | None | | |
| Core Participation Requirements: | <p><p>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.</p> <p>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: http://services.unimelb.edu.au/disability</p></p> | | |
| Contact: | EMBA Office at Melbourne Business School <u>emba@mbs.edu</u> (mailto:emba@mbs.edu) | | |
| Subject Overview: | <p>This subject contains four components, as described below.</p> <p>Brand Management:</p> <p>Brand equity accounts for a significant portion of the total value of most contemporary organizations. As a result, brand management has become a core concern for senior executives, investors and financial market participants. While effective management of the brand has the potential to radically alter firm performance, many find brand management uniquely challenging.</p> <p>This component explores how brand-led firms design and implements effective brand management strategies. In particular, it examines how leading firms build, maintain and leverage brand equity and how the role of the brand is evolving in response to changes impacting the wider economy.</p> <p>Ethical Leadership:</p> <p>In Ethical Leadership, students learn about the societal context in which business operates, together with the skills for reasoning about ethical problems which arise in this context. The component examines the various stakeholders of business and discusses the obligations of corporations to those stakeholders. It considers strategies for achieving corporate social responsibility goals, taking into account both the ethical case and the business case for such strategies. The component also examines a range of alternative approaches to moral reasoning as well as the applications of those approaches to the complex and dynamic ethical problems that confront leaders of modern organizations.</p> <p>Leading.</p> <p>Leading in Transformational Times:</p> <p>This component is structured around the critical question: When a company is going through a transformational situation, what is Top Management's (TM) role in the transformation and</p> | | |

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| | <p>how important are they? In addition, the subject considers both theoretical and methodological issues in addressing three major issues related to leadership of transformational situations:</p> <ul style="list-style-type: none"> # In recent years, transformation has moved to the core of the TM agenda, but what does TM really do in transformational times? # What are the conditions of effectiveness and the practices of leadership at TM level? To investigate this question the course revisits the classical notions of legitimacy, authority and power and their new forms of enactment in contexts of transformation. # How to organise governance systems and processes in situations of transformation? <p>Seminar VI:</p> <p>This Executive MBA Seminar Series complements the mainstream components of the module, and is dedicated to contemporary issues and global best practice development in the Negotiations, Brand Management and Implementation of Strategy fields.</p> |
| Learning Outcomes: | <p>Brand Management:</p> <p>On completion of this component students will be able:</p> <ul style="list-style-type: none"> # To leverage the relationship between brand equity and firm value in strategic decision-making # To apply the concepts, tools and techniques of contemporary brand management # To integrate the important processes and managerial frameworks for successfully managing the brand <p>Ethical Leadership:</p> <p>On completion of this component students should:</p> <ul style="list-style-type: none"> # Have an understanding of the different approaches to moral reasoning and the limitations of these different approaches; # Be able to apply various kinds of moral reasoning in the analysis and resolution of ethical problems; # Understand the different forms that corporate social responsibility can take; # Have a critical understanding of the business case for corporate social responsibility; # Have an appreciation of the ethical dilemmas that arise in persuasion and communication with stakeholders, including customers, workers, and shareholders; # Understand how consumers' purchase decisions are influenced by their ethical frameworks. <p>Leading in Transformational Times:</p> <p>The principal objective of this component is to provide students with concepts and tools that help them understand and apply theories of leadership in transformation situations. As part of this process they will develop competencies in the analysis, planning and execution of leadership practice in transformational contexts. On completion of this component students will:</p> <ul style="list-style-type: none"> # Possess a body of knowledge related to the impact of top management on organisational transformation; # Possess the necessary competencies to assess the nature of transformational change and its implications for organizations; # Be able to analyse, plan and execute leadership practice in transformation contexts. <p>Seminar VI:</p> <p>On completion of this component students will be able to:</p> <ul style="list-style-type: none"> # Understand and discuss contemporary and advanced issues in the field # Recognise and apply global best practice models |
| Assessment: | <p>Brand Management: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Assignment (equivalent to individual 1200 word assessment) 40% Final Exam (hurdle requirement; 90 minutes) (1500 words) 50%</p> <p>Ethical Leadership: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Assignment (equivalent to individual 1200 word assessment) 40% Individual Assignment (hurdle requirement; 1500 words) 50%</p> <p>Leading in Transformational Times: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Assignment (equivalent to individual 1200 word assessment) 40% Individual Assignment (hurdle requirement; 1500 words) 50%</p> <p>Seminar VI: Class Participation (attendance at lectures, peer and instructor evaluation of</p> |

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| | contribution to class learning) 10% Individual Assessment (hurdle requirement; Module Reflection & Application) (1500 words) 90% |
| Prescribed Texts: | None |
| 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 |
| Notes: | This subject is only available to students enrolled in the MC-BAEV program |
| Related Course(s): | Master of Business Administration |