

## MGMT20012 Business Case Analysis

<b>Credit Points:</b>	12.5
<b>Level:</b>	2 (Undergraduate)
<b>Dates &amp; Locations:</b>	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Students will have one 3-hour seminar of instruction per week plus a minimum of 6 hours per week in self-directed study. A 15 minute presentation and additional end-of-semester case preparation will be required as necessary. Total Time Commitment: 200 hours
<b>Prerequisites:</b>	Students must obtain written permission from the Subject Coordinator by emailing <a href="mailto:simonb@unimelb.edu.au">simonb@unimelb.edu.au</a> ( <a href="mailto:simonb@unimelb.edu.au">mailto:simonb@unimelb.edu.au</a> ) .
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Students must have completed at least 100 points of prior study.
<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>Coordinator:</b>	Dr Jennifer Grafton, Prof Simon Bell
<b>Contact:</b>	<a href="mailto:j.grafton@unimelb.edu.au">j.grafton@unimelb.edu.au</a> ( <a href="mailto:j.grafton@unimelb.edu.au">mailto:j.grafton@unimelb.edu.au</a> ) <a href="mailto:simonb@unimelb.edu.au">simonb@unimelb.edu.au</a> ( <a href="mailto:simonb@unimelb.edu.au">mailto:simonb@unimelb.edu.au</a> )
<b>Subject Overview:</b>	<p>This subject is designed to introduce students to case studies and analyses in the business, not-for-profit and government sectors. The objective of the subject is to provide a context in which students' knowledge of the spectrum of business and economics disciplines can be brought to bear on the various issues organisations face in pursuing their goals and objectives. Specifically, the subject will include:</p> <ul style="list-style-type: none"> <li># The fundamentals of business cases</li> <li># Learning how to break down and analyse business cases</li> <li># How to develop and support a strategy</li> <li># Fundamentals of group presentations and question and answer technique</li> </ul> <p>Students will be presented with information by the primary course facilitators as well as by specialist (guest) speakers who will present specific information necessary to successfully analyse and present a case solution. Throughout the semester, in teams of four, students will be required to prepare up to six cases (two of which will be assessed) and present their analyses and strategies to panels of judges. Presentations will demonstrate the use of the information provided in the class. The subject will conclude with the preparation of a 24-hour case analysis and final presentation in business attire.</p>
<b>Learning Outcomes:</b>	<p>A number of learning outcomes are expected from students' participation in this subject:</p> <ul style="list-style-type: none"> <li># Enhanced ability to critically analyse a business strategy</li> </ul>

	<ul style="list-style-type: none"> <li># Improved ability to integrate of ideas from the range of business and economics disciplines that are components of a business strategy</li> <li># Ability to development new strategies that lead to competitive advantage</li> <li># Appreciation of the need to provide strong justification and support for strategic choices</li> <li># Understanding of the team-based approach to problem identification and resolution</li> </ul> <p>Importantly, this subject will help prepare students for the possibility of participating in national and international case competitions, representing the University of Melbourne.</p>
<b>Assessment:</b>	Two group case presentations (4 team members, 20 minutes each – 2000 words equivalent) due in Week 4 and Week 10 (50%) Two team-based executive summaries (500 words each – 500 words equivalent) due in Week 4 and Week 10 (20%) Individual reflective essay (1500 words) due in Week 10 (30%)
<b>Prescribed Texts:</b>	None
<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>This subject will develop a range of generic skills:</p> <ul style="list-style-type: none"> <li># The team-based approach to teaching and learning in this subject will help students develop their ability to work effectively with others in team-based work environments</li> <li># Regular team-based case analyses throughout the course will enhance students' problem solving skills</li> <li># The high level of analytical rigor required of case analyses will improve students' analytic skills</li> <li># Given that the underlying problems in all cases are subtly different, students should grow more confident about dealing with unfamiliar problems</li> <li># Regular presentations of case analyses in front of peers and faculty members will enhance students' presentation skills</li> <li># The time pressure under which students need to work in case analyses, will improve students' ability to design and execute a work plan.</li> </ul>
<b>Notes:</b>	This subject has a quota of 80 students selected on a first-come-first-served basis.