

## 208-725 Business Strategy

<b>Credit Points:</b>	12.500
<b>Level:</b>	Graduate/Postgraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<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; <p>&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> </p>
<b>Coordinator:</b>	Mr Peter McSweeney
<b>Subject Overview:</b>	Students will be exposed to the theory and practice of strategy and will examine the environment within which senior management execute strategic decisions. The subject explores strategy as a mechanism for identifying and realising opportunities for growth. It emphasises the need to bring about the best fit between the firm's internal capabilities and the business environment in which it operates. It describes the interaction between the firm and its suppliers, customers, competitors and the wider social and economic environment.
<b>Assessment:</b>	Group Presentation: Case Study (20%), Individual Presentation (20%), Class Participation (20%), Individual Assignment, 4000 words (40%).
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	Hanson, D., Dowling, P.J., Hitt, M.A., Ireland, R.D., and Hoskisson, R.E . Strategic Management: Competitiveness and Globalisation, Pacific Rim. 2nd Edition.Thomson/Southwestern,
<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>Related Course(s):</b>	Master of Agribusiness (Coursework)