

325-333 Strategic Management

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus. On campus
Time Commitment:	Total Time Commitment: Two 1-hour lectures and a 1-hour tutorial per week
Prerequisites:	Students must have completed at least 175 points of level-1 & 2 subjects (commerce or non-commerce)
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>
Coordinator:	Tom Osegowitsch
Subject Overview:	This subject introduces the main elements of corporate and business strategy that enable firms to achieve and maintain competitive advantage in a dynamic business environment. The two key questions are 'what business(es) should the firm be in?' and 'how should it compete?'. Beginning with vision and values, the subject examines resources, capabilities and competencies and how firms can best mobilise these to position themselves in competitive rivalry. The key issue of corporate strategy is to identify the core business(es) in terms of sustainable tacit knowledge. Business strategy involves decisions as to how to compete with rivals in that industry through leveraging cost and differentiation strategies.
Assessment:	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	To be announced
Breadth Options:	This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008. This subject or an equivalent will be available as breadth in the future. Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available. 2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # High level of development: oral communication; written communication; problem solving; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas. # Moderate level of development: collaborative learning; team work; statistical reasoning; use of computer software.

Notes:

To replace 325-228 Principles of Strategic Management

Students cannot gain credit for this new subject if they have previously completed 325-228 Principles of Strategic Management