

## 208-725 Business Strategy

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: February, - Taught on campus. Intensive
<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 Francis 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>	Hanson, D., Dowling, P.J., Hitt, M.A., Ireland, R.D. and Hoskisson, R.E. (2007). Strategic Management: Competitiveness and Globalisation, Pacific Rim. 2nd Edition. Thomson/ Southwestern.
<b>Recommended Texts:</b>	
<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>It is expected students will develop:</p> <ul style="list-style-type: none"> <li># Awareness of, and ability to utilise appropriate communication technology and methods for the storage, management and analysis of data</li> <li># Capacity for creativity and innovation, through the application of skills and knowledge</li> <li># Ability to integrate information across related management disciplines to solve problems in applied situation</li> <li># Highly developed written communication skills to allow informed dialogue with individuals and groups from industry, government and the community</li> </ul>

	<ul style="list-style-type: none"><li># Highly developed oral communication skills to allow informed dialogue and liaison with individuals and groups from industry, government and the community</li><li># Ability to participate effectively as a member of a team in a face-to-face learning environment</li><li># Ability to collaborate, exchange ideas and debate across on-line learning platforms.</li><li># Ability to plan work, use time effectively and manage small projects.</li></ul>
<b>Related Course(s):</b>	Master of Agribusiness (Coursework) Master of Forest Ecosystem Science