

## 325-333 Strategic Management

<b>Credit Points:</b>	12.50
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus. On campus
<b>Time Commitment:</b>	Contact Hours: 1 x 2 hour lecture and a 1 x 1 hour tutorial per week Total Time Commitment: Two 1-hour lectures and a 1-hour tutorial per week
<b>Prerequisites:</b>	<b>325-201 Organisational Behaviour (/view/2009/325-201)</b>
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	-
<b>Non Allowed Subjects:</b>	-
<b>Core Participation Requirements:</b>	-
<b>Coordinator:</b>	Mr Paul Noel Evans
<b>Contact:</b>	-
<b>Subject Overview:</b>	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.
<b>Objectives:</b>	-
<b>Assessment:</b>	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
<b>Prescribed Texts:</b>	To be announced
<b>Breadth Options:</b>	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> <li># <b>Bachelor of Arts</b> (<a href="https://handbook.unimelb.edu.au/view/2009/D09">https://handbook.unimelb.edu.au/view/2009/D09</a>)</li> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2009/J07">https://handbook.unimelb.edu.au/view/2009/J07</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2009/A04">https://handbook.unimelb.edu.au/view/2009/A04</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2009/M05">https://handbook.unimelb.edu.au/view/2009/M05</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2009/R01">https://handbook.unimelb.edu.au/view/2009/R01</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2009/355-AA">https://handbook.unimelb.edu.au/view/2009/355-AA</a>)</li> </ul> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<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>	# 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.
<b>Notes:</b>	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