

## 702-845 Architectural Practice B (PG)

<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: Semester 2, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Up to three hours of lectures per week Total Time Commitment: 150 hours
<b>Prerequisites:</b>	702848 Architectural Practice A
<b>Corequisites:</b>	NONE
<b>Recommended Background Knowledge:</b>	NONE
<b>Non Allowed Subjects:</b>	NONE
<b>Core Participation Requirements:</b>	-
<b>Coordinator:</b>	Dr Peter Raisbeck
<b>Contact:</b>	-
<b>Subject Overview:</b>	The subject recognizes that future success for design orientated graduates working in the property and construction industries is contingent not only on design skills but on the capacity to compete in a complex globalised marketplace. In order to meet the challenges and opportunities that this complexity engenders the subject covers a range of interlinked concepts drawn from management studies in: business strategy, marketing, competitive advantage, innovation, organisational behaviour, and leadership. This is on order to give students a range of concepts and methods to draw upon in the production of their assessment tasks.
<b>Objectives:</b>	At the conclusion of the course students should be able: <ul style="list-style-type: none"> <li># to use applied research to formulate strategy within the architectural design firm;</li> <li># forecast and develop scenario planning techniques around firm strategy;</li> <li># design and develop marketing and business plans in order to implement strategy;</li> <li># to apply and use financial forecasting in business plans;</li> <li># to effectively communicate business strategy and plans to people external to the firm;</li> <li># to communicate both quantitative and qualitative concepts of firm value to potential clients;</li> <li># to articulate the external and internal drivers of growth in architectural firms.</li> </ul>
<b>Assessment:</b>	Assignment 1 - Market Entry Research (15%) submitted in two parts by week 3 (2000 words maximum) Assignment 2 – Strategy paper (15%) submitted in two parts in weeks 5 and 6 (2250 words maximum) Assignment 3 – Branding and Marketing (15%) submitted in two parts week 8 (2250 words maximum) Assignment 4 – Presentation (15%) due weeks 9 -12 Final assessment – Business plan for start up (40%) (30 page maximum) due at the End of Semester
<b>Prescribed 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>	The lectures will articulate the actual and potential relevance of the above fields to contemporary design practice. In order to synthesis these diverse concepts the subject focuses on teaching students how to: <ul style="list-style-type: none"> <li># Design and formulate strategy within the architectural design firm;</li> <li># Design and develop marketing and business plans in order to implement this strategy.</li> </ul>

	<p>and following on from this:</p> <ul style="list-style-type: none"><li># Propose entrepreneurial projects aligned with firm strategy which are supported by both qualitative and quantitative concepts of value analysis.</li></ul> <p>Consequently:</p> <ul style="list-style-type: none"><li># In the subject students are required to produce a business plan.</li></ul>
<b>Links to further information:</b>	<a href="http://www.abp.unimelb.edu.au/environments-and-design-students/melbourne-school-of-design-students.html">http://www.abp.unimelb.edu.au/environments-and-design-students/melbourne-school-of-design-students.html</a>
<b>Notes:</b>	Enrolments in the subject are limited; selection into quota subjects is based on academic merit.
<b>Related Course(s):</b>	Master of Architecture