

## N20-AA Master of Enterprise (Executive)

| <b>Year and Campus:</b>                           | 2009   |                |  |         |                            |                |  |                        |        |                                 |                        |        |
|---|--|----------------|--|---------|----------------------------|----------------|--|------------------------|--------|---------------------------------|------------------------|--------|
| <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>Level:</b>                                     | Graduate/Postgraduate  |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Duration &amp; Credit Points:</b>              |  |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Coordinator:</b>                               | -  |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Contact:</b>                                   | <p>For further information contact:</p> <p>Felicity Walker-Pearce<br/>Project Manager<br/><b><a href="mailto:f.walker-pearce@mccp.unimelb.edu.au">f.walker-pearce@mccp.unimelb.edu.au</a></b> (<a href="mailto:f.walker-pearce@mccp.unimelb.edu.au">mailto:f.walker-pearce@mccp.unimelb.edu.au</a>)<br/>T: 9810 3102<br/>F: 61 3 9810 3149</p> <p>Or</p> <p>Louise Dunn, Business Development Manager<br/>E: <b><a href="mailto:l.dunn@soe.unimelb.edu.au">l.dunn@soe.unimelb.edu.au</a></b> (<a href="mailto:l.dunn@soe.unimelb.edu.au">mailto:l.dunn@soe.unimelb.edu.au</a>)<br/>T: 61 3 9810 3189</p>   |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Course Overview:</b>                           | <p>The <b>Master of Enterprise (Executive)</b> is a quality, highly efficient 100 point Masters degree. It provides a range of management education in:</p> <ul style="list-style-type: none"> <li># Economics</li> <li># Financial and performance management</li> <li># Marketing and Strategy</li> </ul> <p>The program is delivered by senior academics from the University of Melbourne's Faculty of Economics &amp; Commerce.</p>  |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Objectives:</b>                                | <p>On successful completion of this course, students should be able to demonstrate the following attributes and skills:</p> <ul style="list-style-type: none"> <li># To enable graduates to enhance their skills, competencies and capabilities in the work environment.</li> <li># To enable graduates to acquire expertise associated with particular specialisations such as: technology management, leadership and management and international communication.</li> </ul> <p>On successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li># Explain the technical content of their discipline and its relationship to broader social questions;</li> <li># Explain the creation and acquisition of knowledge within their discipline;</li> <li># Apply their knowledge in practical settings;</li> <li># Analyse the creation, dissemination and application of knowledge within their discipline;</li> <li># Communicate their knowledge in an appropriate form</li> <li># Be capable of independent critical thought;</li> <li># Exhibit analytic and problem-solving skills.</li> </ul> |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Course Structure &amp; Available Subjects:</b> | -  |                |  |         |                            |                |  |                        |        |                                 |                        |        |
| <b>Subject Options:</b>                           | <p><b>Subjects</b><br/>The program is completed in four one-week blocks, comprising two subjects each:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>360-706 Financial &amp; Performance Management</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> <tr> <td>360-712 Leadership &amp; Management</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> </tbody> </table>  |                |  | Subject | Study Period Commencement: | Credit Points: | 360-706 Financial & Performance Management | Semester 1, Semester 2 | 12.500 | 360-712 Leadership & Management | Semester 1, Semester 2 | 12.500 |
| Subject   | Study Period Commencement:   | Credit Points: |  |         |                            |                |  |                        |        |                                 |                        |        |
| 360-706 Financial & Performance Management        | Semester 1, Semester 2   | 12.500         |  |         |                            |                |  |                        |        |                                 |                        |        |
| 360-712 Leadership & Management                   | Semester 1, Semester 2   | 12.500         |  |         |                            |                |  |                        |        |                                 |                        |        |

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|---|---|------------------------|--------|
|   | 360-713 Managerial Economics  | Semester 1, Semester 2 | 12.500 |
|   | 360-702 Behaviour & Leadership in Organisations   | Semester 1, Semester 2 | 12.500 |
|   | 360-730 Strategy, Ethics & Governance   | Semester 1, Semester 2 | 12.500 |
|   | 360-723 Quant Analysis for Managerial Decisions   | Semester 1, Semester 2 | 12.500 |
|   | 360-719 Production & Operations Management  | Semester 1, Semester 2 | 12.500 |
|   | 360-715 Marketing for Managers  | Semester 1, Semester 2 | 12.500 |
| <b>Entry Requirements:</b>              | <p><b>Entry requirements:</b></p> <ul style="list-style-type: none"> <li>- undergraduate honours degree or equivalent qualification which is recognised by the University as evidence of adequate preparation for the course; or</li> <li>- undergraduate degree or equivalent qualification, plus at least two years documented full time, relevant, professional work experience; or</li> <li>- 10 years professional experience which demonstrates the capacity to successfully undertake the course.</li> </ul> |                        |        |
| <b>Core Participation Requirements:</b> | -   |                        |        |
| <b>Graduate Attributes:</b>             | -   |                        |        |
| <b>Generic Skills:</b>                  | -   |                        |        |
| <b>Notes:</b>                           |   |                        |        |