

## NRMT90019 Business Strategy

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus. The 2010 residential school will be held at the University of Melbourne's St. Mary's College in Swanston Street from Sunday 7th February - Friday 12th February. Follow-up assignment work will be required after the residential week.
<b>Time Commitment:</b>	Contact Hours: Contact Hours: 9.00 am - 5.00 pm Mon - Fri during the residential week Total Time Commitment: Students will be required to commence reading and preparation for the residential week well in advance. After the one-week residential students will also need to commit extra time for the follow-up assignment work.
<b>Prerequisites:</b>	There are no prerequisites for this subject.
<b>Corequisites:</b>	There are no corequisites for this subject.
<b>Recommended Background Knowledge:</b>	To maximize rewards from undertaking the subject, students should have two to five years experience in a working environment. Lectures and workshops will introduce key elements of the subject during the Master of Agribusiness residential program. During the residential program, texts and readings, tutorial exercises and case studies will be prescribed for discussion. The LMS discussion forum may be used by participants.
<b>Non Allowed Subjects:</b>	There are no non-allowed subjects.
<b>Core Participation Requirements:</b>	It is University policy to take all 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 they have a disability that will impact on meeting the requirements in this subject are encouraged to discuss this matter with the Subject Coordinator and Disability Liaison Unit.
<b>Coordinator:</b>	Mr Peter Mcsweeney
<b>Contact:</b>	Course Administrator, Master of Agribusiness. Phone: +61 3 8344 6883, Email: <a href="mailto:MasterAgBus@landfood.unimelb.edu.au">MasterAgBus@landfood.unimelb.edu.au</a> (mailto:MasterAgBus@landfood.unimelb.edu.au)
<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.
<b>Objectives:</b>	The objective of this subject is to extend the participant's ability to: <ol style="list-style-type: none"> <li>1. Understand the nature of business strategy and the processes and forces that influence strategic decisions</li> <li>2. Understand the significance of strategy as a means of identifying and realising opportunities for growth</li> <li>3. Understand the interaction between the firm and its suppliers, customers, competitors and the wider social and economic environment.</li> <li>4. Develop an awareness of the principles of ethics and corporate governance in a variety of settings.</li> </ol>

<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>	Further readings will be mailed to students.
<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> <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>	<p>Master of Agribusiness (Coursework)  Master of Agribusiness (Coursework)  Master of Forest Ecosystem Science</p>