

BUSA90471 Business Tools: The Market Environment

Credit Points:	12.50								
Level:	9 (Graduate/Postgraduate)								
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.								
Time Commitment:	Contact Hours: Intensive teaching Total Time Commitment: Not available								
Prerequisites:	Students must have completed the following subject before enrolling in 600-622 Business Tools: The Market Environment.								
	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BUSA90403 Business Tools: Money People & Processes</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	BUSA90403 Business Tools: Money People & Processes	Semester 2	12.50		
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BUSA90403 Business Tools: Money People & Processes	Semester 2	12.50							
Corequisites:	None								
Recommended Background Knowledge:	None								
Non Allowed Subjects:	None								
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/								
Contact:	Melbourne Graduate School of Science Faculty of Science The University of Melbourne Tel: + 61 3 8344 6404 Fax: +61 3 8344 5803 Web: http://graduate.science.unimelb.edu.au (http://graduate.science.unimelb.edu.au/)								
Subject Overview:	This subject will give an overview of the tools that businesses use to manage their external environment. The subject addresses three main areas: negotiation skills, marketing and competitive strategy. Students will use case studies and simulations to practice negotiation skills. Topics in marketing will include an overview of brands, creating a marketing plan and understanding customers. Finally the competitive strategy component of the subject will focus on the topics of gains from trade, how to price and how to understand and change the competitive environment.								
Objectives:	The aim of this subject is to give students an understanding of the external environment in which businesses operate. Topics are chosen to build skills and understanding in negotiating with others, understanding consumers and responding with appropriate marketing materials and being able to analyse the competitive nature of the market in which the business operates.								
Assessment:	Syndicate group assessments totalling 3,000 words or equivalent (60%), commencing in class 1 (submitted materials may include interim proposals, presentation, report); and a 3-hour end of subject examination (40%).								
Prescribed Texts:	None								
Recommended Texts:	None								
Breadth Options:	This subject is not available as a breadth subject.								

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>Generic skills gained from this subject include:</p> <ul style="list-style-type: none"> # leading and participating in teams (including members from diverse cultural backgrounds), managing, persuading and influencing others; # demonstrating the breadth of knowledge gained in an inter-disciplinary approach; # applying advanced analysis, business communication and leadership skills in business and professional practice; # developing the ability to exercise critical judgement, be capable of rigorous and independent thinking, be able to account for their decisions and adopt a problem solving approach; # high level written report presentation skills; # oral communication and presentation skills; and # time management and self-management skills.
Related Course(s):	<p>Master of Biotechnology Master of Operations Research and Management Science Master of Science (Botany) Master of Science (Chemistry) Master of Science (Epidemiology) Master of Science (Geography) Master of Science (Information Systems)</p>
Related Majors/Minors/ Specialisations:	<p>Environmental Science Environmental Science</p>