ENGM90010 Management of Technological Enterprises

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2011.
Time Commitment:	Contact Hours: 36 hours per semester (Lectures: 1 hour per week, Tutorials: 2 hours per week) Total Time Commitment: 120 hours
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request 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 of 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:	Assoc Prof Roger Hadgraft **roger.hadgraft@unimelb.edu.au (mailto:roger.hadgraft@unimelb.edu.au)**
Subject Overview:	This subject uses extensive case studies to explore strategic decision-making, organisational design, culture and change, communication, leadership and the capturing of enterprise knowledge in technological businesses. The management of people, the mentoring of technical professionals, codes of ethics, the interface with customers, consumer behaviour, the development and maintenance of business networks, engineering consultancy practices, and the development of technology markets are considered. Students will be given an overview of various legal aspects regarding occupational health and safety, contract law, negligence, professional liability, the Trade Practices Act and intellectual property with reference to technology businesses
Objectives:	On completion of this subject students should be able to: # conduct a strategic analysis of a technological enterprise regarding core technical and organisational competencies, competitive forces, and competitive advantage # link business strategies such as collaboration, joint ventures, diversification, integration and outsourcing, with organisational design, organisational structure and technological forecasting # understand the interrelationship between technological trends, innovation, organisational culture, organisational change, communication and leadership in technology based enterprises # understand technology-push versus market-pull forces in acceptance of technological products and change # establish, expand and manage an engineering consultancy, identify business opportunities, build and maintain client networks # understand the codes of ethics and professional conduct that govern the behaviour of engineering managers in a global and multicultural business environment # understand in sufficient detail the law of contracts in order to instruct lawyers, to manage contracts and to negotiate contracts with clients # have sufficient knowledge of the Tort of Negligence, the Trade Practices Act and professional liability to manage a technology business effectively # be familiar with legislation on Occupational Health and Safety relevant to different managerial levels # understand international intellectual property legislation in order to instruct patent lawyers, to manage intellectual property in a technology business, and to integrate intellectual property into a wider commercialisation strategy

Assessment:	One 3 hour examination, end of semester (60%)One 2500 word (or equivalent) written assignment (40%)Hurdle Requirement: A pass must be achieved in the examination component in order to pass the subject
Prescribed 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:	# Ability to apply knowledge of basic science and engineering fundamentals # Ability to undertake problem identification, formulation and solution # Ability to utilise a systems approach to design and operational performance # Capacity for independent critical thought, rational inquiry and self-directed learning # Ability to communicate effectively, with the engineering team and with the community at large
Related Course(s):	Bachelor of Geomatic Engineering Bachelor of Geomatic Engineering and Bachelor of Science Master of Engineering Management Master of Engineering Management Master of Engineering Project Management Master of Engineering Project Management Postgraduate Certificate in Engineering
Related Majors/Minors/ Specialisations:	Master of Engineering (Geomatics)