

MGMT40005 Advanced Strategic Management

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: 144 hours per semester, including self directed study/research.
Prerequisites:	Entry into honours program.
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
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/
Coordinator:	Dr Tom Osegowitsch
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Subject Overview:	This subject examines advanced themes and issues in the theory and practice of strategic management. Embedded in the critical examination of competitive advantage as derived from sources internal and external to the firm, this subject is designed to provide students with an appreciation of strategic management as a value-added approach to conceptualising the firm and its environment in pursuit of optimum rewards. Drawing on rich and varied theoretical traditions, contemporary research and case study analysis, students will progress through a variety of process, content and contextual considerations to secure an advanced perspective of the strategic management discipline. Broad topics include strategic change, strategy formation and implementation; business, corporate and network level strategies and examination of industry, organisational and international contexts. Within these broader topics such issues as innovation and dynamic capability theory will be investigated.
Objectives:	On successful completion of this subject you should be able to: <ul style="list-style-type: none"> • Explain the dynamic nature of business and the role of strategic management in generating and sustaining competitive advantage • Analyse complex management decisions using a range of theoretical tools • Identify and evaluate trends in the competitive environment and their impact on enterprises, including multinational firms • Explain the changing roles and responsibilities of management in firms
Assessment:	A 3-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	# High level of development: oral communication; written communication; collaborative learning; problem solving; application of theory to practice; interpretation and analysis; critical thinking; evaluation of data and other information; receptiveness to alternative ideas. # Moderate level of development: team work; statistical reasoning; synthesis of data and other information; accessing data and other information from a range of sources.
Related Course(s):	Master of Commerce (Management) Master of Commerce (Marketing)