

MGMT90068 Strategies for Integrated Freight System

Credit Points:	16.66						
Level:	9 (Graduate/Postgraduate)						
Dates & Locations:	2011, Hawthorn This subject commences in the following study period/s: Semester 1, Hawthorn - Taught on campus. Semester 2, Hawthorn - Taught on campus. Intensive Mode						
Time Commitment:	Contact Hours: 40 hours face-to-face delivery Total Time Commitment: Estimated total time commitment of 160 hours.						
Prerequisites:	<p>Course prerequisites</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT90044 Managing Integrated Freight Systems</td> <td>Semester 1, Semester 2</td> <td>16.66</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MGMT90044 Managing Integrated Freight Systems	Semester 1, Semester 2	16.66
Subject	Study Period Commencement:	Credit Points:					
MGMT90044 Managing Integrated Freight Systems	Semester 1, Semester 2	16.66					
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 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:	Melbourne Consulting and Custom Programs Level 3, 442 Auburn Rd Hawthorn Phone: 9810 3300 Email: mccp.enquiries@mccp.unimelb.edu.au (mailto:mccp.enquiries@mccp.unimelb.edu.au)						
Subject Overview:	<p>Please note: this subject is currently closed and MCCP is not accepting enrolments. The last intake into this subject was Sem 2, 2010.</p> <p>This subject provides a body of knowledge on strategic management in complex freight networks. This includes an understanding and ability;</p> <ul style="list-style-type: none"> • To develop strategies that will ensure future business success • To implement strategies that ensure competitive advantage for future business directions • To develop ways and means of ensuring growth and profitability • To make strategic decisions • To develop appropriate and effective strategic positions • To interpret the implications of public sector strategies for the firm's operation 						
Objectives:	<p>The course seeks to provide managers and specialists operating in integrated freight systems and freight networks with the background and analytical skills to develop insights into strategy formulation and implementation. It seeks to provide an understanding of;</p> <ul style="list-style-type: none"> • The techniques involved in strategic analysis • The principles for defining strategic options for third party service providers • The evaluation of strategic options • The basis of strategic positioning in integrated freight systems • The implications of public sector and regulatory policies on the firm's strategies 						

Assessment:	Seminar presentation – written report (600 words) - 10 percent Group syndicate work and presentation of findings (1000 words) - 40 percent (group mark) A research report (4000 words) – 50 percent
Prescribed Texts:	None
Recommended Texts:	Students are provided a full reading pack and subject guide.
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:	None
Links to further information:	www.mccp.unimelb.edu.au
Related Course(s):	Graduate Certificate in Integrated Freight Systems Management