

## NRMT90019 Business Strategy

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2012, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus. The 2012 residential school will be held at the University of Melbourne from Monday 6th February - Friday 10th February. Pre-reading will be required and 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: 120 Hours. 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>	None
<b>Corequisites:</b>	None
<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>	None
<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>	Ms Ros Gall
<b>Contact:</b>	<b>Melbourne School of Land &amp; Environment Student Centre</b> Ground Floor, Land & Food Resources (building 142) <i>Enquiries</i> Phone: 13 MELB (13 6352) Email: <a href="mailto:13MELB@unimelb.edu.au">13MELB@unimelb.edu.au</a> ( <a href="mailto:13MELB@unimelb.edu.au">mailto:13MELB@unimelb.edu.au</a> )
<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 case presentations - 20%, Individual class participation - 20%, Individual business strategy presentation - 20%, Major assignment (3,400 words) - 40%
<b>Prescribed Texts:</b>	Hanson, D, Dowling, PJ, Hitt, MA, Ireland, RD & Hoskisson, RE 2008, Strategic management: competitiveness and globalisation, Pacific Rim 3rd edn, Thomson Learning, Melbourne. ISBN 9780170133869. It is recommended that texts are ordered through the MSLE Student Centre EMAIL: SC-MSLE@unimelb.edu.au
<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>	Master of Agribusiness (Coursework) Master of Agribusiness (Coursework) Master of Agricultural Science Master of Animal Science Master of Food Science Master of Forest Ecosystem Science Master of Urban Horticulture Postgraduate Diploma in Agricultural Science Postgraduate Diploma in Animal Science and Management Postgraduate Diploma in Food Science