

## ABPL90264 Professional Practice Investigation

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2013, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Up to 6 hours per week Total Time Commitment: Not available
<b>Prerequisites:</b>	Entry to a Melbourne School of Design course and completion of at least 50 points of Melbourne School of Design study.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable 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 their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Contact:</b>	<p><b>Environments and Design Student Centre</b> Ground Floor, Baldwin Spencer (building 113)</p> <p><i>Enquiries</i> Phone: 13 MELB (13 6352) Website: <a href="http://www.msd.unimelb.edu.au">http://www.msd.unimelb.edu.au</a> (<a href="http://www.msd.unimelb.edu.au/">http://www.msd.unimelb.edu.au/</a>)</p>
<b>Subject Overview:</b>	The subject recognizes that strategic management is a key factor for the successful management of design practices. The subject will introduce students to basic concepts and theories in organisational theory, innovation and corporate strategy. Using these concepts students will be forced to think through the critical success factors that drive competitive advantage in different types of design firms. The subject will elucidate the links between firm strategy, competition and the management of design teams and operational infrastructure in these firms.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># To write case studies, business plans and reports which critically reflect on professional practice in architectural firms.</li> <li># To write and discuss architectural practice experience in relation to firm strategy, management, infrastructure and design methodology.</li> <li># To identify the critical success factors which underpin competitive advantage in architectural practice.</li> <li># To be able communicate in writing and verbally the factors that drive competitive advantage in different architectural firms.</li> <li># To be critically reflect on the organisational dynamics of different architectural practices.</li> </ul>
<b>Assessment:</b>	2 x Individual 2500 research report, case study or business plan, each worth 50% due in week 7 and week 12.
<b>Prescribed Texts:</b>	None

<b>Recommended Texts:</b>	Emmitt, S. <i>Design Management for Architects</i> , Oxford: Blackwell, 2007.
<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>	<ul style="list-style-type: none"> <li># To articulate the competitive factors which underpin service orientated firms.</li> <li># To critically reflect on architecture as it is practiced in architectural firms.</li> <li># To effectively organise teams and design organisational structure in order to maximise design innovation.</li> <li># To write case studies, business plans and reports in order to communicate these to different audiences.</li> </ul>
<b>Related Course(s):</b>	Master of Architecture Master of Architecture
<b>Related Majors/Minors/ Specialisations:</b>	Melbourne School of Design multidisciplinary elective subjects (without prerequisites)