

# MGMT30013 Strategic Management

<b>Credit Points:</b>	12.50																		
<b>Level:</b>	3 (Undergraduate)																		
<b>Dates &amp; Locations:</b>	2013, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus																		
<b>Time Commitment:</b>	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study																		
<b>Prerequisites:</b>	One of: <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT20001 Organisational Behaviour</td> <td>Not offered 2013</td> <td>12.50</td> </tr> <tr> <td>MGMT20006 Managing the Multinational</td> <td>Not offered 2013</td> <td>12.50</td> </tr> <tr> <td>MGMT20007 Cross-Cultural Management and Teamwork</td> <td>Not offered 2013</td> <td>12.50</td> </tr> <tr> <td>IBUS20001 Business in Asia</td> <td>Not offered 2013</td> <td>12.50</td> </tr> <tr> <td>IBUS20002 Business in the Global Economy</td> <td>Not offered 2013</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MGMT20001 Organisational Behaviour	Not offered 2013	12.50	MGMT20006 Managing the Multinational	Not offered 2013	12.50	MGMT20007 Cross-Cultural Management and Teamwork	Not offered 2013	12.50	IBUS20001 Business in Asia	Not offered 2013	12.50	IBUS20002 Business in the Global Economy	Not offered 2013	12.50
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<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites.																		
<b>Non Allowed Subjects:</b>	Students cannot gain credit for this subject if they have previously completed 325-228 Principles of Strategic Management.																		
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>																		
<b>Contact:</b>	To be advised																		
<b>Subject Overview:</b>	This subject explores the core management challenge of strategy formulation. This involves identification, assessment and selection of business and corporate strategy options, all with an eye to building and sustaining competitive advantage. Business strategies address the																		

	question of 'how to compete' in a given industry or market. Corporate strategies consider choices around industries, activities and locations. Students will utilise and critique a range of analytical frameworks, each crucial in developing a 'whole of business' strategic vision, beyond functional marketing, operations and finance decisions.
<b>Objectives:</b>	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Identify and analyse relevant information so as to evaluate the competitive environment faced by organisations;</li> <li># Identify and evaluate business strategies and explain why and how a particular course of action will provide competitive advantage;</li> <li># Recognise and assess the wide range of corporate strategy choices faced by organisations;</li> <li># Recognise the dynamic nature of business and the role of strategy in generating and sustaining a competitive advantage.</li> </ul>
<b>Assessment:</b>	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Arts</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-ARTS">https://handbook.unimelb.edu.au/view/2013/B-ARTS</a>)</li> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-BMED">https://handbook.unimelb.edu.au/view/2013/B-BMED</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-ENVS">https://handbook.unimelb.edu.au/view/2013/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-MUS">https://handbook.unimelb.edu.au/view/2013/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-SCI">https://handbook.unimelb.edu.au/view/2013/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2013/B-ENG">https://handbook.unimelb.edu.au/view/2013/B-ENG</a>)</li> </ul> <p>You should visit <a href="http://breadth.unimelb.edu.au/breadth/info/index.html">learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html)</a> and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<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># High level of development: oral communication; written communication; problem solving; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas.</li> <li># Moderate level of development: collaborative learning; team work; statistical reasoning.</li> </ul>
<b>Notes:</b>	To replace 325-228 Principles of Strategic Management