

ABPL90047 Architectural Practice B

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2014.
Time Commitment:	Contact Hours: 36 hours: 1 x 3 hour seminar per week Total Time Commitment: Not available
Prerequisites:	Admission into MC-ARCH2Y Master of Architecture (stream 2).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>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.</p> <p>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: http://services.unimelb.edu.au/disability</p></p>
Contact:	<p>Environments and Design Student Centre Ground Floor, Baldwin Spencer (building 113)</p> <p><i>Enquiries</i> Phone: 13 MELB (13 6352) Web: http://edsc.unimelb.edu.au/ (http://edsc.unimelb.edu.au/) Email: edsc-enquiries@unimelb.edu.au (mailto:edsc-enquiries@unimelb.edu.au)</p>
Subject Overview:	<p>The course is designed to prepare students as strategic decision-makers and leaders in the architectural profession in Australia and internationally.</p> <p>The course generally covers the AACA National Competency Standards (2008) in the area of Unit 4 Practice Management: Elements 4.1.1-4.1.5.</p> <p>The subject recognises that future success for architecture graduates will require not only design skills but the capacity to compete in a complex global marketplace. In order to meet the challenges and opportunities of a complex future this subject presents a range of interlinked concepts and topics. Strategic analysis and formulation, branding, marketing, operational management, scenario planning and financial forecasting.</p> <p>In order to synthesise these diverse concepts, the central task of the course is to develop a comprehensive business plan for an architectural start-up in a selected city. The subject will give students an understanding of how to establish a practice, position for competitive advantage and maximise growth in the early stages of architectural practices.</p>
Learning Outcomes:	<p>At the conclusion of the course students should be able to:</p> <ol style="list-style-type: none"> 1 Undertake economic, market and competitor analysis. 2 Use applied research and analysis to formulate strategy for architectural firms. 3 Develop scenario planning techniques around firm strategy. 4 Develop marketing and business plans in order to implement strategy. 5 Apply and use financial forecasting in business plans. 6 Design operational management and practice management systems. 7 Communicate both quantitative and qualitative concepts of firm value to potential clients.
Assessment:	Assignment 1 (Value proposition), due Week 4, 15% Assignment 2 (Competitor analysis), due Week 5, 15% Assignment 3 (Strategy), due Week 7, 15% Assignment 4 (Marketing and

	branding), due Week 10, 15%Final assessment (Group assignment / Business plan), due mid November, 40%
Prescribed Texts:	None specified
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:	<p>Generic skills are the skills that are transferable and useful outside the requirements of a subject or a defined discipline. Particular attention is given, both in lecture and assignment content, to the development of the following abilities:</p> <ol style="list-style-type: none"> 1 To be able to use different modes and protocols of business communication. 2 To effectively work in small teams and to understand issues of leadership and performance that affect team (and firm) outcomes. 3 To assess business proposals from differing perspectives of value. 4 To articulate the importance of strategic thinking. 5 Gain entrepreneurial skills.
Links to further information:	http://www.msd.unimelb.edu.au/
Notes:	Enrolments in the subject are limited; selection into quota subjects is based on academic merit.
Related Course(s):	Master of Architecture