

BUSA90133 Industry Studies in Asia

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: January, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
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><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> </p>
Contact:	programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	Industry Studies in Asia is a field study-based subject that allows students to apply the skills they have developed in the core subjects of the EMBA Program to organisational challenges. The business project activity enables students will obtain in-depth insights into designated industries in China and acquire skills in analysing industries and identifying associated business opportunities. The critical importance of developing insights into the cross-cultural issues of international business is central to the learning experience. The main deliverable in the subject is a detailed report describing a field study in the China.
Learning Outcomes:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # understand the relationships between the macroeconomic environment, political systems and cultural dynamics and business opportunities, structure and process; # apply secondary research skills as a basis for identifying challenges and opportunities confronting selected industries in diverse contexts; # apply primary research skills as a basis for identifying challenges and opportunities confronting selected industries in diverse contexts; # plan and execute international consulting and research projects for a range of businesses; # provide professional reports and presentations of research and consulting projects.
Assessment:	Syndicate project Project proposal (500 words, 4 months before fieldwork) (5%) Progress presentation (15 minutes, 3 months before fieldwork) (5%) Progress check (2 months before fieldwork) (0%) Report presentation (15 minutes, at end of module) (10%) Final report (2,000 words, at end of module) (70%) Individual report (10%) 500 words One week after module Hurdle requirement
Prescribed Texts:	None
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
Related Course(s):	Master of Business Administration