

## MGMT90146 Strategic Management

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2014, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: One three-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
<b>Prerequisites:</b>	Completion of 100 points of study in a 150 point or 200 point degree at time of subject commencement. Master of International Business students require 50 points of study at time of subject commencement.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	This subject assumes a basic ability to read and interpret financial statements.
<b>Non Allowed Subjects:</b>	None
<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>	<p><b>Semester 1:</b> Dr Majid Abdi Email: <a href="mailto:majid.abdi@unimelb.edu.au">majid.abdi@unimelb.edu.au</a> (mailto:majid.abdi@unimelb.edu.au) Prof Dean Xu Email: <a href="mailto:dean.xu@unimelb.edu.au">dean.xu@unimelb.edu.au</a> (mailto:dean.xu@unimelb.edu.au) Dr Susan Trenholm Email: <a href="mailto:susan.trenholm@unimelb.edu.au">susan.trenholm@unimelb.edu.au</a> (mailto:susan.trenholm@unimelb.edu.au)</p> <p><b>Semester 2:</b> Prof Dean Xu Email: <a href="mailto:dean.xu@unimelb.edu.au">dean.xu@unimelb.edu.au</a> (mailto:dean.xu@unimelb.edu.au)</p>
<b>Subject Overview:</b>	This subject provides an integrative learning experience and provides students with the opportunity to experience how the skills and knowledge acquired in previous subjects can be coherently applied to solve business problems. In a business strategy simulation or live project, students are required to evaluate situations and make decisions, assess outcomes, and compete with other management teams for resources, opportunities and markets. Each team develops a strategy for its firm and applies the subject's concepts within a practical decision-making framework. In the process, students can observe the interaction of a firm's production, marketing, research and development, human resources, and financial operations and observe the impact of key decisions on business performance within a competitive market.
<b>Learning Outcomes:</b>	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Explain the dynamic nature of business and the role of strategy in generating and sustaining a competitive advantage;</li> <li># Analyse relevant information and 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 a competitive advantage;</li> </ul>

	# Analyse the capacity for strategy implementation within an organisation given an understanding of structure, culture, systems, governance mechanisms and stakeholder relationships.
<b>Assessment:</b>	2 hour end-of-semester exam (50%); 1200 word group assignment (5%) and 5000 word group assignment (30%) due between Weeks 5-10; 10 minute group presentation due between weeks 11-12 (10 minutes) (5%); Performance in group simulation due in week 10 (5%); and 500 word individual written task due between week 11-12 (5%).
<b>Prescribed Texts:</b>	None
<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>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># Problem solving skills and critical thinking, which should be fostered in the seminar program where students will apply theoretical material to actual case studies;</li> <li># Collaborative learning and teamwork, which should be enhanced through exercises, role-plays, and simulations that are incorporated into the seminar program;</li> <li># Evaluation, interpretation and analysis of data;</li> <li># Accessing data and other research information from a range of sources, which should be facilitated through the major assignment and preparation for the exam;</li> <li># Developing oral and written communication skills.</li> </ul>
<b>Related Course(s):</b>	Master of Accounting Master of Business and Information Technology Master of Commerce (Management) Master of Commerce (Marketing) Master of Finance Master of International Business Master of International Business Master of Management Master of Management