

## NRMT90019 Business Strategy

<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: February, Parkville - Taught on campus. Pre-reading will be required and follow-up assignment work will be required after the residential week. Subject Teaching Dates: <a href="http://www.land-environment.unimelb.edu.au/agribusiness/study-calendar.pdf">http://www.land-environment.unimelb.edu.au/agribusiness/study-calendar.pdf</a>
<b>Time Commitment:</b>	Contact Hours: 9.00 am - 5.00 pm Mon - Fri during the residential week Total Time Commitment: 120 Hours. Students will be required to commence reading and preparation for the residential week well in advance. After the one-week residential students will also need to commit extra time for the follow-up assignment work.
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	To maximize rewards from undertaking the subject, students should have two to five years experience in a working environment. Lectures and workshops will introduce key elements of the subject during the Master of Agribusiness residential program. During the residential program, texts and readings, tutorial exercises and case studies will be prescribed for discussion. The LMS discussion forum may be used by participants.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	It is University policy to take all 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 they have a disability that will impact on meeting the requirements in this subject are encouraged to discuss this matter with the Subject Coordinator and Disability Liaison Unit.
<b>Coordinator:</b>	Ms Ros Gall
<b>Contact:</b>	<b>Melbourne School of Land &amp; Environment Student Centre</b> Ground Floor, Melbourne School of Land & Environment (building 142) <i>Enquiries</i> Phone: 13 MELB (13 6352) Email: <a href="mailto:13MELB@unimelb.edu.au">13MELB@unimelb.edu.au</a> ( <a href="mailto:13MELB@unimelb.edu.au">mailto:13MELB@unimelb.edu.au</a> )
<b>Subject Overview:</b>	Students will be exposed to the theory and practice of strategy and will examine the environment within which senior management execute strategic decisions. The subject explores strategy as a mechanism for identifying and realising opportunities for growth. It emphasises the need to bring about the best fit between the firm's internal capabilities and the business environment in which it operates.
<b>Learning Outcomes:</b>	On successful completion of this subject, students will able to: <ul style="list-style-type: none"> <li># Describe market and non-market business strategy</li> <li># Use alternative disciplinary approaches (economics, marketing, ethics) to analyze strategic issues</li> <li># Explain how strategy becomes operational in strategic and operational plans</li> <li># Identify sources of sustained competitive advantage for a firm</li> <li># Conduct an internal and external situation analysis for an agribusiness firm or organisation</li> <li># Understand the differences between business and corporate level strategy</li> <li># Identify broad strategies for the firm in its relationships with customers, suppliers and competitors</li> </ul>

	<ul style="list-style-type: none"> <li># Show how technology management and research and development can be integrated into strategy</li> <li># Explain the similarities and differences in strategy development and implementation domestically and internationally</li> <li># Show how governance structures, culture, leadership and incentives impact on strategy implementation</li> </ul>
<b>Assessment:</b>	Group case presentations - 20%, Individual class participation - 20%, Individual business strategy presentation - 20%, Major assignment (3,500 words) - 40%
<b>Prescribed Texts:</b>	Hanson, D, Dowling, PJ, Hitt, MA, Ireland, RD & Hoskisson, RE 2010, Strategic management: competitiveness and globalisation, Pacific Rim 4th edn, Thomson Learning, Melbourne. ISBN 9780170186285. It is recommended that texts are ordered through the MSLE Student Centre EMAIL: msle-sc@unimelb.edu.au
<b>Recommended Texts:</b>	Further readings will be mailed to students.
<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>It is expected students will develop:</p> <ul style="list-style-type: none"> <li># Awareness of, and ability to utilise appropriate communication technology and methods for the storage, management and analysis of data</li> <li># Capacity for creativity and innovation, through the application of skills and knowledge</li> <li># Ability to integrate information across related management disciplines to solve problems in applied situation</li> <li># Highly developed written communication skills to allow informed dialogue with individuals and groups from industry, government and the community</li> <li># Highly developed oral communication skills to allow informed dialogue and liaison with individuals and groups from industry, government and the community</li> <li># Ability to participate effectively as a member of a team in a face-to-face learning environment</li> <li># Ability to collaborate, exchange ideas and debate across on-line learning platforms.</li> <li># Ability to plan work, use time effectively and manage small projects.</li> </ul>
<b>Related Course(s):</b>	Master of Agribusiness (Coursework) Master of Agribusiness (Coursework) Master of Agricultural Science Master of Animal Science Master of Food Science Master of Forest Ecosystem Science Master of Urban Horticulture Postgraduate Diploma in Agricultural Science Postgraduate Diploma in Animal Science Postgraduate Diploma in Food Science