

BUSA90512 Industry Studies in Asia

Credit Points:	25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: October, Parkville - Taught on campus. Students are required to undertake 30 hours of reading during the pre-teaching period. Reading material will be available via reading packs.
Time Commitment:	Contact Hours: 60 hours Total Time Commitment: 280 hours
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>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:	EMBA Office Melbourne Business School emba@mbs.edu (mailto:emba@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 MBA program. The main deliverable in the subject is a detailed, highly-integrated research report describing a consulting study in one of the developing markets of Asia. The field study (or project) can focus on a specific organisation, new or existing products, services or ventures, or entire industries. Students may also develop in detail a specific topic of business such as marketing, finance or innovation.
Learning Outcomes:	<p>On completing the subject students should have :</p> <ul style="list-style-type: none"> # Obtained in-depth insights into designated industries operating in Asia # Acquired skills in analysing specific business problems and identifying associated business opportunities # Deepened their understanding of cross-cultural business operations # An understanding of the relationships between the macro-economic environment, political systems and cultural dynamics and business opportunities, structure and process # Developed secondary research skills as a basis for identifying challenges and opportunities confronting selected industries in diverse contexts # Developed primary research skills as a basis for identifying challenges and opportunities confronting selected industries in diverse contexts
Assessment:	Syndicate initial project report (equivalent to individual 1200 word assessment) 10% Syndicate interim project report (equivalent to individual 1200 word assessment) 10% Syndicate presentation (hurdle requirement; 20 minutes; equivalent to individual 1200 word assessment)) 30% Syndicate final project report (equivalent to individual 5000 word assessment) 40% Individual personal reflective assignment (1200 words) 10%

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
Notes:	This subject is ONLY available to students enrolled in the Master of Business Administration (MC-BAEV) course
Related Course(s):	Master of Business Administration