

# BUSA90513 Industry Studies in America

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| <b>Credit Points:</b>                    | 12.5   |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)  |
| <b>Dates &amp; Locations:</b>            | This subject is not offered in 2015. Students are required to undertake 30 hours of reading during the pre-teaching period. Reading material will be available via reading packs.  |
| <b>Time Commitment:</b>                  | Contact Hours: 30 Total Time Commitment: 140 hours   |
| <b>Prerequisites:</b>                    | Enrolment in the MC-BAEV program   |
| <b>Corequisites:</b>                     | None   |
| <b>Recommended Background Knowledge:</b> | None   |
| <b>Non Allowed Subjects:</b>             | None   |
| <b>Core Participation Requirements:</b>  | <p>&lt;p&gt;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.&lt;/p&gt;                 &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;             </p> |
| <b>Contact:</b>                          | EMBA Office at Melbourne Business School<br><a href="mailto:emba@mbs.edu">emba@mbs.edu</a> (mailto:emba@mbs.edu)   |
| <b>Subject Overview:</b>                 | Industry Studies in America (ISAm) is a 7-day field study subject based in the United States of America. This subject leverages multiple topics covered in prior subjects to analyse and understand American business models and success factors relative to other global approaches and experiences. ISAm involves a series of lectures and seminars at a partner business school, field visits to US businesses and public institutions (e.g. high-technology companies, venture capital organisations, innovation incubation units) and comparative analyses of American and other business models.   |
| <b>Learning Outcomes:</b>                | On completing the subject students should: <ul style="list-style-type: none"> <li># Have an awareness of American cross border management topics including international economics and cultural aspects of business</li> <li># Have developed an understanding of the evolution of high-technology business in the USA and globally, their transformation over recent decades and their prospects</li> <li># Have obtained insights into designated high-technology industries in the USA</li> <li># Have improved their understanding of cross-cultural business operations</li> </ul>  |
| <b>Assessment:</b>                       | Class participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Report (equivalent to individual 1200 word assessment) 20% Syndicate Presentation (hurdle requirement; 20 minutes; equivalent to individual 1200 word assessment) 40% Individual personal reflective assignment (2000 words) 30%  |
| <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>  |

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| <b>Notes:</b>             | This subject is only available to students enrolled in the MC-BAEV program |
| <b>Related Course(s):</b> | Master of Business Administration  |