

MGMT90212 Strategic Awareness and Business Acumen

Credit Points:	6.25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: November, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 16 hours Total Time Commitment: 85 hours
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Commonwealth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Objectives, Assessment and Generic Skills sections of this entry. 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 the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Coordinator:	Prof Simon Bell
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Subject Overview:	Strategic Awareness and Business Acumen will provide an overview of the strategy process and an understanding of the organisation as an integrated system. We will explore a toolkit of concepts, frameworks and techniques to analyse an organisation's strategic context and develop and implement winning strategies. The effective application of these tools will result in more informed business decisions that drive superior performance. Learning will be embedded through a combination of discussions, examples of best practice, practical exercises based on participants' own organisations, and case studies.
Learning Outcomes:	On successful completion of this program, students should be able to: # Explain how to think and act strategically to more effectively manage the strategic, competitive and financial challenges facing the organisation. # Develop an enterprise-wide perspective to increase the positive impact of each functional area. # Understand how to implement enhanced decision-making skills to make better decisions more quickly. # Assess investment opportunities by analysing the profitability potential and strategic impact of alternative options.
Assessment:	2000 word Strategic Analysis of an organisation. Due four weeks after the completion of the programme (80%). 250 word Executive Summary that translates the key insights from the Strategic Analysis into a format that is compelling for a board/executive-level audience. Due four weeks after the completion of the programme (10%). 250 word Reflective Diary that captures the two most powerful insights/learnings from the program which the delegate will endeavour to apply in their organisation. Due end of Day 2 (10%).

Prescribed Texts:	A study guide with readings and cases will be provided before the commencement of the subject.
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
Generic Skills:	# Ability to develop and implement effective strategies. # Critical thinking and structured problem solving skills. # Capacity to engage in productive strategic dialogues.
Links to further information:	http://fbe.unimelb.edu.au/execed/open_programs
Related Course(s):	Specialist Certificate in Executive Leadership Specialist Certificate in Strategic Marketing