

NRMT90019 Business Strategy

Credit Points:	12.5						
Level:	9 (Graduate/Postgraduate)						
Dates & Locations:	<p>2015, Parkville</p> <p>This subject commences in the following study period/s: February, Parkville - Taught on campus.</p> <p>This subject has a pre-teaching period commencing on the 26th January. Students will be required to undertake some reading material and do some preparation for a class presentation. The 2015 Intensive dates for this subject are: 9th - 13th February. Follow up assignment work will be required after the intensive dates. Please refer to the Intensive schedule located at the following address for any further information: http://fvas.unimelb.edu.au/study/courses/master-of-agribusiness/degree-structure#nav</p>						
Time Commitment:	Contact Hours: 9.00 am - 5.00 pm Mon - Fri during the residential week Total Time Commitment: 144 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.						
Prerequisites:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>AGRI90014 Managing Markets</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	AGRI90014 Managing Markets	Semester 2	12.50
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AGRI90014 Managing Markets	Semester 2	12.50					
Corequisites:	None						
Recommended Background Knowledge:	To maximize rewards from undertaking the subject, students should have two to five years experience in a working environment.						
Non Allowed Subjects:	None						
Core Participation Requirements:	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. This course requires all students to enrol in subjects where they must actively and safely contribute to field excursions and laboratory activities. Students who feel their disability will impact on meeting this requirement are encouraged to discuss this matter with the Subject Coordinator and Disability Liaison http://services.unimelb.edu.au/disability/ students email: disability-liaison@unimelb.edu.au						
Coordinator:	Ms Ros Gall						
Contact:	rosgall@unimelb.edu.au (mailto:rosgall@unimelb.edu.au)						
Subject Overview:	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.						
Learning Outcomes:	<p>On successful completion of this subject, students will able to:</p> <ul style="list-style-type: none"> # Describe market and non-market business strategy # Use alternative disciplinary approaches (economics, marketing, ethics) to analyze strategic issues # Explain how strategy becomes operational in strategic and operational plans # Identify sources of sustained competitive advantage for a firm # Conduct an internal and external situation analysis for an agribusiness firm or organisation # Understand the differences between business and corporate level strategy 						

	<ul style="list-style-type: none"> # Identify broad strategies for the firm in its relationships with customers, suppliers and competitors # Show how technology management and research and development can be integrated into strategy # Explain the similarities and differences in strategy development and implementation domestically and internationally # Show how governance structures, culture, leadership and incentives impact on strategy implementation
Assessment:	Group Case Presentations, (normally a group of 4 with a total presentation time of 20 minutes) due during the residential week - 20%; Individual Class Participation, throughout residential week - 10%; Individual Business Strategy Presentation (10-15 minute presentation), towards end of residential week - 20%; Major Assignment (3,500 words), due end of March - 50%
Prescribed Texts:	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
Recommended Texts:	Further readings will be mailed to students.
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:	<p>It is expected students will develop:</p> <ul style="list-style-type: none"> # Awareness of, and ability to utilise appropriate communication technology and methods for the storage, management and analysis of data # Capacity for creativity and innovation, through the application of skills and knowledge # Ability to integrate information across related management disciplines to solve problems in applied situation # Highly developed written communication skills to allow informed dialogue with individuals and groups from industry, government and the community # Highly developed oral communication skills to allow informed dialogue and liaison with individuals and groups from industry, government and the community # Ability to participate effectively as a member of a team in a face-to-face learning environment # Ability to collaborate, exchange ideas and debate across on-line learning platforms. # Ability to plan work, use time effectively and manage small projects.
Related Course(s):	Graduate Diploma in Food Science Master of Agribusiness 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 Food Science
Related Majors/Minors/Specialisations:	100 Point (A) Master of Agricultural Sciences 100 Point (B) Master of Agricultural Sciences 150 Point Master of Agricultural Sciences 200 Point Master of Agricultural Sciences Agribusiness Specialisation