

BUSA90053 Corporate Strategy

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: January, Parkville - Taught on campus. July, Parkville - Taught on campus. October, Parkville - Taught on campus. This subject is only available to students admitted to MC-BA, MC-BAPT, or students with the permission of the MBA course coordinator
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
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:	<p>Melbourne Business School</p> <p>Degree Program Services</p> <p>Email: programservices@mbs.edu (mailto:programservices@mbs.edu)</p>
Subject Overview:	<p>This course addresses the challenges facing executives running multi-business firms and the way they develop strategies aimed at creating value across the businesses owned by the corporation.</p> <p>One of the most significant changes that occurred during the last century was the emergence of conglomerates, diversified corporation which grow via acquisition and are characterized by a separate headquarters and relatively autonomous and discrete operating units. This economic form was subsequently challenged by new forms of economic organization such as private equity and multi-sided platforms.</p> <p>Corporate strategy can be defined as the way a corporation seeks to create value through the configuration and coordination of its multi-market activities – how it generates and preserves corporate advantage. Corporate advantage can be defined as the extent to which a corporation enhances the competitive advantage of its businesses, over and above that of (the best) alternative ownership structure.</p> <p>The central questions a corporate strategy revolve around the following issues:</p> <ul style="list-style-type: none"> # The firm's scope – the mix of industries in which the firm competes; what businesses should we be in? # The allocation of resources between businesses? Corporate advantage comes from corporate resources being brought to bear on the component businesses such that their competitive advantage is enhanced. # The way a firm organizes itself; what is the appropriate level of coordination across the businesses and how should it occur? What is the appropriate role of the corporate office in the coordination of resources and the control of decentralized decision-making?

Learning Outcomes:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # distinguish between corporate and business strategy # understand how value can be created through specific forms of corporate economics organisation and corporate capabilities # appreciate of the way value can be added both through specific forms of corporate economics organisation and corporate capabilities <p>On completion of this subject, students should have an appreciation of the impact of various corporate styles and the 'role of the centre' on the economic performance of diversified firms.</p>
Assessment:	<p>Geoff Lewis Case preparation and discussion (25%) Throughout subject Syndicate case presentation (20%) Week 1 2 Individual case reports (20%) 1,200 words Week 5 & 9 Individual assignment (5%) Week 9 Syndicate project (30%) Report (3,000 words) End of subject Geoff Martin Case preparation and discussion (25%) Throughout subject Syndicate case presentation (15%) staggered through subject equivalent to 1000 words Syndicate case write-up (10%) Throughout subject equivalent to 600 words individual Final examination (50%) 2.5 hours (equivalent to 2500 words) End of subject</p>
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 admitted to MC-BA, MC-BAPT, or students with the permission of the MBA course coordinator
Related Course(s):	<p>Master of Business Administration Master of Business Administration Master of Business Administration/Master of Marketing</p>