BUSA90054 Corporate Strategy

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: June, Parkville - Taught on campus. This subject is only available to students admitted to MC-BAPTME, or students with 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:	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. 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
Contact:	**Melbourne Business School** Degree Program Services Email: **programservices@mbs.edu (mailto:programservices@mbs.edu)**
Subject Overview:	Corporate Strategy refers to the overall strategy of a multi-business firm. It is different from business strategy. The individual businesses in the corporate “family” have the responsibility of determining how to achieve and sustain competitive advantage. Corporate Strategy refers to the task of the corporate “parent” and involves answering two distinct questions: 1) What businesses are we going to have in our portfolio? and 2) How is Corporate (i.e., the Corporate office) going to add value to the individual businesses? The first of these questions is normally straightforward and involves issues like scale and scope of the businesses we are in as well as the amount of diversification we wish to have. The second question is typically the more difficult. It involves not only capturing the synergies that exist among the businesses in the portfolio but also managing strategic risk. This course is designed to help managers understand strategy at the corporate level and equip them to formulate and execute Corporate Strategy.
Learning Outcomes:	On completion of this subject, students should be able to: # Identify and distinguish between Business Strategy and Corporate Strategy # Determine ways that value can be created through specific forms of corporate organization and corporate capabilities # Evaluate corporate performance and develop ideas for improving it from a financial and market perspective # Develop and execute a corporate strategy
Assessment:	Class preparation and discussion (15%) Throughout subject Quiz (15%) 1 hour Midway through subject Syndicate project (30%) Report (equivalent of 750 word assessment) Presentation (equivalent of 750 word assessment) Midway through subject Final Exam (40%) Hurdle requirement 90 minutes End of subject

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-BAPTME, or students with the permission of the MBA course coordinator
Related Course(s):	Master of Business Administration