

# BUSA90505 Executive Management 1

<b>Credit Points:</b>	25
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: April, Parkville - Taught on campus. 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: 60 hours Total Time Commitment: 280 hours
<b>Prerequisites:</b>	Enrolment in the Master of Business Administration (MC-BAEV) course
<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 <a href="mailto:emba@mbs.edu">emba@mbs.edu</a> ( <a href="mailto:emba@mbs.edu">mailto:emba@mbs.edu</a> )
<b>Subject Overview:</b>	<p>This subject contains four components, as described below.</p> <p><b>Leadership:</b> Effective leadership provides direction, alignment and commitment for the collective. It is about courage, visibility and approachability. In this component students will learn:</p> <ul style="list-style-type: none"> <li># How to improve individual self-awareness, self-management, social awareness and relationship management which are the building blocks for emotional intelligence in the workplace.</li> <li># The alignment of intention with organisational impact.</li> <li># Heightened understanding of how a leader's style impacts on organisational and team climate/culture.</li> <li># A behavioural model of conflict management that contains the toxics elements of conflict in the syndicates and workplace.</li> <li># An opportunity to practice leadership and team-management skills in syndicates that are applicable to the workplace.</li> </ul> <p><b>Data Analysis:</b> Data analysis is the process of converting raw data into meaningful information to inform business decision-making. This component provides an introduction to the fundamental data analysis skills and techniques used in contemporary business and management.</p> <p>The component has an applied setting and a problem-solving focus. Concepts and theory are illustrated through business cases throughout. Each topic begins with a problem or decision being faced by a manager. This determines the variables to be measured, along with an appropriate analysis technique.</p>

The key skills developed in the course are Excel familiarity, data manipulation and the ability to produce and quickly interpret statistical output. The key concepts in the component are:

- # that real business data is partly but not wholly predictable;
- # that data-based conclusions always involve uncertainty and that this uncertainty can and must be quantified;
- # that simplistic analyses of data can often give a misleading view of business dynamics and lead to managerial mistakes; and,
- # that complex relationships between variables can be revealed through the tool of multiple regression.

#### **Marketing:**

This component seeks to build knowledge and competency in the management of marketing analysis, marketing planning and marketing implementation in a range of business and non-business contexts. It emphasises the management of market-based assets and the value-creation and value-delivery processes. The key topics covered include:

- # Market orientation
- # Market analysis and research
- # Market positioning
- # Marketing implementation
- # Market control

#### **Seminar I:**

This Executive MBA Seminar Series complements the mainstream components of the module, and is dedicated to contemporary issues and global best practice development in the Leadership, Finance and Marketing fields.

#### **Learning Outcomes:**

#### **Leadership:**

On completion of this component students should have:

- # A basic understanding of leadership and encourage critical evaluation of leadership concepts and theories, e.g. management vs. leadership, transformational leadership, emotional intelligence in leadership, authentic leadership, dark side of leadership
- # The ability to working and leading in diverse teams including influencing, communicating and presenting skills, managing cross-cultural and gender differences (in-group/out group effects), conflict management
- # Developed the capacity for self-awareness, looking back and understanding how one's history and experiences shape strengths and challenges, single loop and double loop learning, understanding one's impact on others, the emotional dimensions of leadership and emotional intelligence, strategies for managing stress such as resilience and self-care

#### **Data Analysis**

On completion of this component students should:

- # Be able to apply quantitative methods in management decision making processes
- # Understand principles of statistical variation, in particular that there is error associated with any measurement derived from data
- # Develop solid computational skills in Excel

#### **Marketing:**

On completion of this component students should be able to:

- # Explain the role of marketing in the overall strategic management of an organisation;
- # Analyse customer behaviour, segment and target markets and apply product positioning strategies;
- # Apply the tools of marketing management to implementing and controlling marketing strategies
- # Adapt marketing analyses, plans, strategies and actions for different contexts

#### **Seminar I:**

On completion of this component students will be able to:

- # Understand and discuss contemporary and advanced issues in the field
- # Recognise and apply global best practice models

<b>Assessment:</b>	Leadership: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Assignment (equivalent to individual 1200 word assessment) 40% Individual Assignment (hurdle requirement; 1500 words) 50% Data Analysis: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Individual Problem Sets (3 x 10%) (400 words each) 30% Final Exam (hurdle requirement; 90 minutes) (1500 words) 60% Marketing: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Assignment (equivalent to individual 1200 word assessment) 40% Final Exam (hurdle requirement; 90 minutes) (1500 words) 50% Seminar I: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Individual Assessment (hurdle requirement; Module Reflection & Application) (1500 words) 90%
<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>
<b>Notes:</b>	This subject is ONLY available to students enrolled in the Master of Business Administration (MC-BAEV) course.
<b>Related Course(s):</b>	Master of Business Administration