

# BUSA90508 Executive Management 4

<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: December, 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 <table border="1" data-bbox="387 600 1485 748"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BUSA90506 Executive Management 2</td> <td>June</td> <td>25</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	BUSA90506 Executive Management 2	June	25
Subject	Study Period Commencement:	Credit Points:					
BUSA90506 Executive Management 2	June	25					
<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>Coordinator:</b>	Assoc Prof Patrick Butler						
<b>Contact:</b>	EMBA Office Melbourne Business School <b><a href="mailto:emba@mbs.edu">emba@mbs.edu</a> (mailto:emba@mbs.edu)</b>						
<b>Subject Overview:</b>	<p>This subject contains four components, as described below.</p> <p><b>Negotiations</b></p> <p>This component seeks to identify the behaviours that contribute to successful negotiation and those that undermine aspirations. Recognition of these behaviours allows the development of appropriate skills in negotiations that enable relationship-building and the management of other parties' expectations. Among the key topics are:</p> <ul style="list-style-type: none"> <li># The negotiation process</li> <li># Value-claiming in negotiations</li> <li># Value creation in negotiations</li> <li># Ethical behaviour</li> <li># Integrating the elements of the negotiation process</li> </ul> <p><b>Accounting II:</b></p> <p>This component addresses a range of financial and managerial accounting issues including:</p>						

- # Accounting for financial assets
- # Accounting for cost-based assets
- # Accounting for financial liabilities
- # Costing products and services
- # Contribution margin analysis
- # Relevant costs and benefits
- # Financial and non-financial performance measurement

**Economics of Strategy**

Economics of Strategy aims at providing a framework and a set of tools that help an executive manager develop and evaluate strategic options and make the right choices. By extracting from microeconomic theory those concepts and techniques that enable a decision-maker to evaluate his or her strategic position, students seek out new opportunities, and make fact-based, educated conjectures about their likely success. The focus will be on decisions at the individual business unit level that aim at advancing a firm's market position.

Concepts and tools of microeconomics, game theory, and strategic management theory are used to answer questions such as:

- # How does the market environment constrain a firm in its ability to set the price of its products and services?
- # Which strategies can a firm employ to prosper in the face of competition?
- # How can the firm increase the value it captures in business-to-business transactions in which few players operate?

**Seminar IV:**

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 Business Strategy, Accounting II and Economics of Globalisation fields.

**Learning Outcomes:**

**Negotiations:**

On completion of this component students will:

- # Understand the major theories, models and concepts that underlie the negotiation process
- # Have an increased self-awareness of personal negotiating style
- # Have developed the skills for effective negotiation
- # Recognise opportunities for applying negotiation skills in a wide range of situations.

**Accounting II:**

On completion of this component students should be able to:

- # Classify investments for financial reporting purposes and justify the classifications
- # Classify costs as direct costs or indirect costs for a particular cost object
- # Classify costs as variable costs, fixed costs, or mixed costs
- # Apply contribution margin analysis to various managerial decisions
- # Assess whether a cost is relevant or irrelevant for a particular decision
- # Apply relevant cost analysis to various managerial decisions
- # Using balanced scorecards for performance evaluation
- # Distinguish net income from residual income
- # Identify appropriate performance measures given the company's strategy

**Economics of Strategy:**

On completion of this component students should:

- # Appreciate the value of economic reasoning in solving business problems
- # Possess fundamental economic analytical skills required in managerial decision-making
- # Understand the difference in outcome between markets characterised by bargaining between agents and mass markets
- # Be able to apply fundamental insights from game theory to business situations

	<p># Have the ability to predict outcomes and develop effective strategies in markets characterised by oligopoly and entry barriers, and in markets characterised by perfect competition</p> <p><b>Seminar IV:</b></p> <p>On completion of this component students will be able to:</p> <ul style="list-style-type: none"> <li># Understand and discuss contemporary and advanced issues in the field</li> <li># Recognise and apply global best practice models</li> </ul>
<b>Assessment:</b>	<p>Negotiations: 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% Accounting II: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Individual Problem Set (800 words) 20% Syndicate Problem Sets (2 x 10%) (each equivalent to individual 400 word assessment) 20% Final Exam (hurdle requirement; 90 minutes) (1500 words) 50% Economics of Strategy: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Individual Problem Sets (3 x 12%) (450 words each) 36% Final Exam (hurdle requirement; 90 minutes) 54% Seminar IV: Class Participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Individual Assessment (hurdle requirement; Module Reflection &amp; Application) (1500 words) 90%</p>
<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) program.
<b>Related Course(s):</b>	Master of Business Administration