

BUSA90514 Industry Studies in Europe

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: April, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: 140 hours
Prerequisites:	Enrolment in the MC-BAEV program
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:	EMBA Office at Melbourne Business School emba@mbs.edu (mailto:emba@mbs.edu)
Subject Overview:	Industry Studies in Europe (ISE) is a 7-day field study subject based in Europe. This subject leverages multiple topics covered in prior subjects to analyse and understand European business models and success factors relative to other global approaches and experiences. ISE involves a series of lectures and seminars at a partner business school, field visits to European businesses and public institutions (e.g. European Central Bank) and comparative analyses of European and other business models.
Learning Outcomes:	<p>On completing the subject students should:</p> <ul style="list-style-type: none"> # Have an awareness of European cross border management topics including international economics and cultural aspects of business # Have developed an understanding of the evolution of the European Union, its political, economic, business and sociological transformation over recent decades and its prospects # Have obtained insights into designated industries operating in the European Union # Understand the opportunities presented by emerging economies # Have improved their understanding of cross-cultural business operations
Assessment:	Class participation (attendance at lectures, peer and instructor evaluation of contribution to class learning) 10% Syndicate Report (equivalent to individual 1200 word assessment) 20% Syndicate Presentation (hurdle requirement; 20 minutes; equivalent to individual 1200 word assessment) 40% Individual personal reflective assignment (2000 words) 30%
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 enrolled in the MC-BAEV program
Related Course(s):	Master of Business Administration