

MGMT90206 Management & Marketing Special Topics 1

| | |
|--|---|
| Credit Points: | 12.5 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | 2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. |
| Time Commitment: | Contact Hours: 3 contact hours per week Total Time Commitment: 144 hours per semester, including self-directed study and research |
| 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><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> </p> |
| Contact: | <u>teaching-mgmt-mktg@unimelb.edu.au</u> (mailto:teaching-mgmt-mktg@unimelb.edu.au) |
| Subject Overview: | This subject is aimed at students undertaking graduate research programs. The overall aim is to provide the students an opportunity to broaden and deepen their understanding of core theoretical concepts within their discipline. This subject consists of a set program of weekly seminars on topics from the discipline within which candidate's thesis is undertaken or an approved reading course under the direction of academic member (s) of staff within the department. |
| Learning Outcomes: | <p>On successful completion of this subject students should be able to:</p> <ul style="list-style-type: none"> # Explain the key issues associated with the special topic; and # Analyse the relationship of the special topic to broader management/marketing principles. |
| Assessment: | Individual project report (5000 words), due in Week 12 (100%) |
| Prescribed Texts: | TBC – a course of set readings |
| 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 |
| Generic Skills: | <ul style="list-style-type: none"> # Problem solving skills, which should be enhanced through the study of research design and research methods; # Writing skills appropriate for the preparation of academic articles and research reports in Management and Marketing, including the doctoral thesis; and # Analytical skills, which should be developed through the evaluation of quantitative and qualitative empirical research literature. |

| | |
|---------------------------|--|
| Related Course(s): | Doctor of Philosophy - Business and Economics Doctor of Philosophy - Business and Economics |
|---------------------------|--|