THE UNIVERSITY OF MELBOURNE

MELBOURNE BUSINESS SCHOOL

Doing Business in Australia (DBiA)

Dr Pete Manasantivongs

SUBJECT OUTLINE
TERM 1, 2017

Monday 9 January – Wednesday 18 January 2017
Optional activities on Thursday 19 and Friday 20 January

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About the Lecturer

Dr Pete Manasantivongs, AB (Harvard); PhD (Cambridge); MBA, MMktg (Melbourne)

Pete is currently Academic Director of the Master of Business Analytics program and Senior Fellow at Melbourne Business School. Prior to this role, he served as Director of Global Engagement, Director of the Full-Time MBA Program and as Market Insights Manager at MBS. He has taught on the Data & Decisions, Data Analysis and Business Mathematics components of the Full-Time, Part-Time and Executive MBA Programs, and for MBS Executive Education. He has published in the academic journal *Expert Systems with Applications* and on the *Conversation* website. Apart from MBS, Pete worked at La Trobe University in Melbourne as Business Development Officer for the Faculty of Business, Economics and Law.

Before joining the education sector, Pete was an Associate at Lexicon Branding, a consultancy based near San Francisco, where he directed linguistic risk analysis and international market research projects for clients such as Coca-Cola, Pepsi, Microsoft, Intel, eBay, Nokia, Research in Motion/BlackBerry, Colgate, Nissan, Eli Lilly and Gap Inc. Pete has represented Australia internationally in the winter Olympic sport of curling.

Co-teaching certain sessions will be current and former practitioners from amongst MBS faculty and alumni ranks, as well as industry speakers representing partner organisations. Featured guest lecturers include:

Dr Sam Wylie PhD (London)

Associate Professor Sam Wylie is Principal Fellow in Finance at Melbourne Business School, where he teaches Financial Management, Corporate Finance and Financial Institutions in the Full-Time, Part-Time and Executive MBA Programs. Sam's research and consulting are focused on the investment management and hedge fund industries, especially performance measurement and incentives. From 1986 to 1992, he was an Intelligence Officer with the Australian Security Intelligence Organisation. After completion of his PhD at London Business School, Sam was an Assistant Professor at the Tuck School of Business at Dartmouth from 1997 to 2004, where his courses were rated among the best at a school renown for its teaching excellence. Sam's work has been published in the University of Chicago's Journal of Business, and he is also regularly sought for expert comment on current financial issues by the Australian Financial Review newspaper and ABC News television and radio.

Dr Mark Crosby PhD (Queen's)

Associate Professor Mark Crosby served as Faculty Director of the Senior Executive MBA Program at MBS. He taught Global Business Economics and Business in Asia in that program as well as in the Full-Time MBA Program. In previous roles, he had served as Associate Dean (Programs) and Associate Dean (International) at MBS, and as Dean of the GMBA and BBA programs at the S P Jain School of Global Management in Singapore. In the past decade, Mark's research has focused on the economies of the Asian region, with a particular interest in the Chinese economy. Mark has been a regular consultant to the Hong Kong Monetary Authority, and his research there has focused on the exchange rate arrangements in Hong Kong and other Asian economies. Mark is a regular commentator in the Australian Financial Review and the Age newspapers, as well as on ABC News Breakfast and other media.

About the Subject

This subject gives an overview of doing business in Australia, including an introduction to the Australian economy, history, culture and legal framework. Lectures, guest presentations, experiential exercises and site visits touching upon a range of sectors highlight key differences in business approaches and foci between Australia and other countries. Australian industries featured in depth include agribusiness, sport management and tourism. This subject will be relevant to anyone contemplating doing business specifically in or with Australia in the future, and to those who have a general interest in international business.

Students are expected to have completed coursework in the functional areas covered in their MBA program's core curriculum (e.g., marketing, finance, operations, strategy), and to draw upon their professional and personal background outside of Australia in contributing to classroom discussion. Attire is casual for in-class sessions, smart casual for the corporate site visit, and summer comfortable for optional excursions and activities.

Objectives of the Subject

Upon completion of this subject, students should:

- have a sound working knowledge of Australian economic conditions and global position
- appreciate the implications for the economy and business of different government and tax policies
- be able to identify the drivers of the Australian economy
- have an appreciation for local market conditions and the impact of culture on business operations
- understand Australian industry and be able to position new entrants for success
- recognize and explain the role of Australian government policy with respect to international trade

Resources

Texts

There are no mandatory texts for this subject. Optional readings will be made available for those who wish to pursue the presented topics in greater depth.

Learning Management website

Slides and other presented material for each topic will be loaded onto the LMS. Student communication will be via the subject webpage and any additional material will be available at this webpage <lms.unimelb.edu.au>.

Library and Further Resources

Additional learning material and industry data relevant to this subject will be available in the Library, if needed for syndicate presentations.

Subject Program: Term 1, 2017

Doing Business in Australia consists of 30 classroom and site-visit contact hours, along with optional excursions that tie in thematically to topics covered during the subject. A finalised timetable showing the exact dates, times and locations of all sessions will be made available near the end of 2016. All mandatory sessions will take place between Monday and Thursday, and either from 9.30am to noon, or from 1.30pm to 4pm. Minimal work or preparation will be required on evenings and weekends; time will be provided during class sessions for break-out exercises and syndicate presentation preparation.

TOPIC	DESCRIPTION
Part I: The Australian Context	
1	Culture and Communication in Australian Business and Society
2	An Economic History of Australia
3	Business, Law and Ethics in Australia
4	Australian Government and Business Impact
Part II: Australian Products and Services	
5	Agribusiness Landscape
6	Emerging Challenges in Energy and Resources
7	Melbourne: Global City of Sport
8	The Australian Financial System
9	Tourism in Victoria
10	Marketing Practices in Australia
Part III: Australian Business in Action	
11	Entrepreneurship and Technology: A Living Case Study
12	Site Visit, Swisse Wellness

Additional optional excursions, led by MBS faculty and alumni:

13	KFC Big Bash League cricket evening at the Melbourne Cricket Ground (MCG)
14	Yarra Valley and Healesville Sanctuary Day Tour
15	Opening Day at the Australian Open tennis tournament
16	Carlton & United Breweries (CUB) Brewery Tour

Accommodation

There is housing available on Level 3 of Melbourne Business School. These are basic rooms, each with a single bed, desk and en-suite bathroom, but comfortable enough for our Senior Executive MBA students when they are in residence. Linens, towels and Wi-Fi access are included. Meals are not included, although there are numerous options available within a one-block radius for students to purchase breakfast, lunch and dinner, including the MBS café. Students will have free access to an espresso-style coffee machine in the Student Lounge during class days.

Student Assessment

The final subject grade will be determined as follows:

Individual written assignment of 2,500 words **Submission deadline: Monday 20 February 2017**	50%
Syndicate oral presentation of 20 minutes **Submission deadline: to be completed during the subject**	40%
Class participation	10%

Please note (from the Course and Subject Guide) "Students are reminded that only in exceptional circumstances will the School grant permission for assignments to be handed in after the due date or for examination and tests to be taken at times different from those set out."

1. Individual written assignment

Maximum length of 2,500 words. Due date: Monday 20 February 2017

This assignment constitutes 50% of the marks for the subject.

Students should propose either an Australian company (or product or brand) to enter a foreign market where it does not currently operate, or an overseas company (or product or brand) to introduce into the Australian market. Themes to be addressed in the submission include entry strategy, branding and positioning, localisation versus standardisation, analysis of the competitive landscape, macroeconomic climate, and feasibility investigation.

Further guidance on the format and content of the assignment will be given during the subject.

2. Syndicate oral presentation

Maximum length of 20 minutes. Due date: to be completed during the subject

This assignment constitutes 40% of the marks for the subject.

Students, in syndicates of no more than six people, will give an oral presentation on a theme that they select from an approved list to be provided by the instructor during the subject. After the oral presentation, fellow students will have an opportunity to ask questions and make comments.

3. Class participation

Ongoing throughout the duration of the subject.

This component constitutes 10% of the marks for the subject.

All students are expected to share relevant experiences, observations and opinions from their professional and personal background during classroom discussion and other activities so as to enhance the learning atmosphere for all participants enrolled in this subject.

Expectations of students

Student Honor Code

Students enrolling in this subject are expected to subscribe to the Student Honor Code. This code is available for consultation on the Current Student webpage at <www.mbs.edu/studentpage/>

Syndicate Management

It is expected that all members of a syndicate will make an equitable contribution to the completion of the syndicate assignment, and on this basis, it is expected that all syndicate members will receive the same mark. Management of your syndicate is your responsibility. If you do not manage your syndicate well, you cannot take retrospective action. You are recommended to establish your norms and procedures for working effectively early. You are also recommended to deal with any problems early.

Assignment Submission

The School requires that all written assignment submissions are accompanied by a proforma front cover sheet. Copies of this sheet are available for collection from the Program Services office or online from the MBS website. Assignments will not be marked until the required front cover is supplied by the submitting student(s).

Late Submission

The MBS teaching code states

- "**if (assignments) are not in on time, they are regarded as not submitted**.
- Late assignments will only be graded if (i) the student has applied for special consideration; and (ii) that application is considered acceptable."

Applications for extensions must be made before submission date, and will only be granted in exceptional circumstances.

Contact details for lecturer

Room:	Office 31, Level 1
Phone:	+61 3 9349 8386
Availability:	by appointment