



Course Outline 2017

BUSADMIN 788: CONTEMPORARY TOPICS IN MANAGEMENT (15 POINTS)

Quarter 2 (1174)

Course Prescription

Contemporary issues and topics that impact the formulation and administration of management policy.

Programme and Course Advice

Prerequisite: BUSADMIN 768 or BUSADMIN 778

Goals of the Course

The goal of the course is to examine current topics related to creating and capturing value, designing business models and shaping markets.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. display familiarity with contemporary concepts and tools related to current strategic management theory and practice;
2. recognise the importance that firms should place on being able to measure and evaluate the performance of customer relationships;
3. demonstrate critical and creative thinking in being able to formulate and justify appropriate recommendations and/or solutions to designing business models;
4. exhibit improved understanding related to various ways for firms to make and shape markets; and
5. show improved communication skills in various formats (e.g. written and oral) and for various purposes (e.g. informing, persuading, justifying).

Content Outline

- Customer centricity - focusing on the customer's value creation
- Customer journey - understanding value creation processes
- Customer profitability analysis - understanding profit drivers
- Customer asset management - managing a firm's most important asset
- Business model innovation - designing business models
- Market definition - defining and understanding markets
- Market shaping - making and shaping markets
- Solution business - the commercialization and industrialization process
- Essay discussions

Learning and Teaching

Class time will be used for a combination of lectures, group discussions and group work where the groups use selected tools to solve various real-world business problems. For most sessions each student will prepare Key Learning Notes based on the defined literature.

The students will also (in groups) do a case assignment, where they apply any of the ideas or frameworks introduced in the course on their own business situations. This assignment is discussed in the last session.

Teaching Staff

Dr. Kaj Storbacka

Professor Markets and Strategy

Office: OGGB (260-407)

Tel: 373-7599 extension 87213

Email: k.storbacka@auckland.ac.nz

Learning Resources

There is no required textbook for this course. Readings will consist of a selection of articles. Links to these articles are available on the Reading List, which can be accessed through Canvas.

Assessment

Assessment Type	Final Grade Weight %	Date
Key learning notes	40%	
Case assignment	30%	Exec: Saturday 27/05/17 Auck: Tuesday 30/005/17
In-class assignments	20%	
Class room activity	10%	
Total	100%	

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Key learning notes	Classroom discussions	Case assignment
1		x	x
2	x	x	x
3		x	x
4		x	x
5	x	x	x

Cheating and Plagiarism

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit

acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face- to-face and/or in written form with the course convenor/lecturer and/or tutor.

STUDENT FEEDBACK

Formative feedback surveys

During the early part of the quarter (usually Week 3 or 4), short feedback surveys are administered to all students to get a snapshot of how they are coping with their new courses. This qualitative data, which is administered, collected and collated by the Programme Office, is designed as an 'early warning' system of any significant issues with the course that might need addressing quickly.

Lecturers are asked to provide a brief report to the Director GSM MBA on key items identified and proposed actions. Lecturers are also asked to provide a verbal report to the class, proposing any solutions as appropriate.

Course and teaching evaluations

The University of Auckland evaluates the quality of teaching and of courses by using the the Summative Evaluation Tool, or SET. Summative evaluation is formal, summative evaluation of teaching undertaken according to University policy and is conducted at the end of a semester/quarter through the use of the formal University SET instruments. Summative evaluation is used by teachers to reflect on their teaching practice, and is also used by the University for quality assurance of teaching and courses..

In the Event of an Unexpected Disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via canvas and the university web site.