### Elective Courses Timetable

**15 January – 15 April 2018** (12 weeks + exam week)

**CRICOS Code: 00098G – Last updated: 14/03/18**

*Please see page 2 & 3 for variations to the Class Schedule listed on this page.*

**Fulltime MBA (Class of 2018)**

**Session 4, 2018**

<table>
<thead>
<tr>
<th>Times</th>
<th><strong>MONDAY</strong></th>
<th><strong>TUESDAY</strong></th>
<th><strong>WEDNESDAY</strong></th>
<th><strong>THURSDAY</strong></th>
<th><strong>FRIDAY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30am – 12:20pm</td>
<td>MNGT5521 Financial Strategy</td>
<td>Anthony Yap</td>
<td>Boral</td>
<td>MNGT5356 Digital Business &amp; Marketing</td>
<td>Michele Roberts &amp; Stephen Schreier</td>
</tr>
<tr>
<td>12:30pm – 2:30pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30pm – 5:20pm</td>
<td>MNGT5374 Managerial Decision Making</td>
<td>Patrick Sharry</td>
<td>Boral</td>
<td>MNGT5325 International Finance</td>
<td>Fariborz Moshirian</td>
</tr>
<tr>
<td>6:00pm – 8:30pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### INTENSIVE COURSE

- **MNGT5520 Quantitative Business Modelling for Managers** (Class Cap of 24) | Scott Muller
- **MNGT5540 Business Modelling** (Class cap of 24) | Nathan McLean & James Hall
- **MNGT5589 Strategic Consulting Project (SCP)** (Cap of 12 students - 2 Projects with 6 per Group) | Available only to Fulltime MBA students

The SCP course provides students with the opportunity to apply the analytical & theoretical skills developed in the MBA to a company-based project. Students work in teams of five to six, supervised by an Academic Supervisor.

**Applications** should be submitted via email to studentexperience@agsm.edu.au. The cover letter must contain information about the candidate’s suitability to work on the proposed projects. In addition, the projects should be ranked in order of preference and if applicable, specific requirements for individual projects must be addressed. Please refer all questions to the Student Experience Team.

If you are enrolled in a full-time course please make sure you regularly check and follow the Google Calendar for the most up to date information as these classes are subject to change on short notice.

**Link to Course Outlines**

---

**If you are a student at UNSW:**

- Please ensure that you regularly check and follow the Google Calendar for the most up to date information as classes are subject to change on short notice.

---

**CRICOS Code: 00098G – Last updated: 14/03/18**

**Page 1 of 3**
* Please note the following Class Variations to the S4_18 Weekly Timetable:-

**MNGT5356 Digital Business & Marketing**  
Please see page 3 of this document for the class schedule variations.  
For all field trips an 8:45am CBD meeting point will be advised by Dr Michele Roberts in Moodle ie Do not come to the AGSM Building, please make your own way to the CBD meeting point.

**MNGT5521 Financial Strategy**  
No class in week 4 (5 Feb) due to the MNGT5325 International Finance Conference.  
Make up class is week 2: Friday 2 Feb 9:30-12:20pm.  
Week 11, 26 March Industry Panel "Frontiers in Financial Strategy 2 - Technology Disruption on Financing and Financial Strategy". The time is TBC but likely 9:30am-10:30am. The Industry Panel is open to all F/T MBA students (Class of 2018 & Class of 2019). Details of the speakers will be provided in due course. Industry Panel Room: John B Reid (JBR) Theatre, AGSM.

**MNGT5325 International Finance**  
No class in week 1. Make up class date TBA.  
Attendance at the CBD based Finance Conference on Monday 5 February is part of the course. Details of the conference timing to follow from the AGSM Success Team. Likely to be the UNSW CBD Campus (1 O’Connell Street, Sydney CBD) 9am-4:30pm. Students need to make their own way to the venue.

**MNGT5374 Managerial Decision Making**  
No class in week 4 (Mon 5 Feb) due to MNGT5325 International Finance Conference, or week 12 (2 April) Easter Monday.  
Make-up class date Friday 23 March – 2 sessions: 9:am – 3pm. [Early start] There will be a short lunch break at an appropriate time during the session

**MNGT5522 Mergers & Acquisitions:**  
The afternoon session start time may be varied to suit the class ie an earlier start & will be discussed with the class in the earlier session.

**MNGT5180 Operationalising Strategy**  
No class in week 7 (Wed 28 Feb). No make-up class scheduled – the course content will be covered in the remaining weeks.  
Operationalising Strategy is not a permitted elective for MBA (Executive) students due to the overlap with Stage 2 Executive Agenda Year content.
**MNGT5356 Digital Business & Marketing Strategy Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Class</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tue 16 Jan</td>
<td>1</td>
<td>Introduction and Overview</td>
</tr>
<tr>
<td><strong>Tue 23 Jan</strong></td>
<td>N/A</td>
<td>No class</td>
</tr>
<tr>
<td>Tue 30 Jan</td>
<td>2 &amp; 3</td>
<td>Field trip I &amp; 2</td>
</tr>
</tbody>
</table>
| **Tue 6 Feb** | 4     | Digital leadership, culture and organisations (followed by networking lunch)  
Guest lecture: Mike Hoefflinger |
| Tue 13 Feb    | N/A   | No class                                                             |
| **Tue 20 Feb**| N/A   | No class                                                             |
| Tue 27 Feb    | 5     | Search & Content Marketing                                           
Guest lecture Andrew Fraser, Director of Marketing, Tourism New Zealand |
| Tue 6 March   | 6     | Social Media Marketing                                               |
| **Note the revised date** |       |                                                                      |
| Fri 9 March   |       |                                                                      |
|               | 7 & 8 | Customer experience, engagement and satisfaction                     |
| Tue 13 March  | 9     | Platforms & Ecosystems                                               
Guest lecture: Michelle Guthrie, Managing Director, Australian Broadcasting Corporation |
| **Tue 20 Mar**| 10    | Team project presentations (followed by networking lunch)            
(last class for students from Chicago Booth) |
| **Tue 27 Mar**| 11    | Field trip III (last class for students from Kellogg)                |
| **Tue 3 Apr** | 12    | Field trip IV                                                        |