



THE UNIVERSITY OF MELBOURNE
MELBOURNE BUSINESS SCHOOL

Doing Business in Australia (DBiA)

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SUBJECT OUTLINE
TERM 1, 2025

Monday 13 January – Wednesday 22 January 2025

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About the Lecturer

Dr Pete Manasantivongs, AB (Harvard); PhD (Cambridge); MBA, MMktg (Melbourne), GradCert Sport Management (La Trobe)

Pete is currently Senior Fellow at Melbourne Business School. He previously served as Academic Director of the Master of Business Analytics program, Director of Global Engagement, Director of the Full-Time MBA Program and Market Insights Manager at MBS. He has taught Data Analysis, Decision Making and Business Mathematics in the Full-Time, Part-Time, Executive and Online MBA Programs; Data Visualisation, Industry Practicum and Business Case Study in the MBusA program; Scientists, Communication and the Workplace for the Master of Science programs in the Faculty of Science, and for MBS Executive Education. He has published in the academic journal *Expert Systems with Applications* and on the *Conversation* website.

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.

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 tourism, hospitality and sport management. 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.

No business attire is required; you may wear "summer comfortable" for in-class and offsite sessions.

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
- recognise 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, 2025

Doing Business in Australia (DBiA) consists of 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 at the commencement of the subject. Sessions will usually take place from 9.30am to noon in the morning, and from 1.30pm to 5pm in the afternoon. 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.

Session topics:

Culture and Communication in Australian Business and Society
Economic History of Australia
Australian Government and Business Impact
The Role of Sport in Australia
Australian Agribusiness
Aboriginal Australia
Elements of the Australian Finance and Tax System
Australian Service Industries

Student Assessment

The final subject grade will be determined as follows:

Individual written assignment of 2,500 words Submission deadline: Wednesday 12 February 2025	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: Wednesday 12 February 2025

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

Students will write two pieces: (1) a summary of one tourism or hospitality experience they have had in Australia and analyse this in terms of service marketing principles, and (2) a proposal either to take 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, or to create a start-up company in Australia. Themes to be addressed in this piece 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

Assignments are to be submitted electronically on the LMS.

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.