



MKM5211 APPLIED BUSINESS PROJECT

Associate Prof Yunus Ali
Yunus.ali@monash.edu

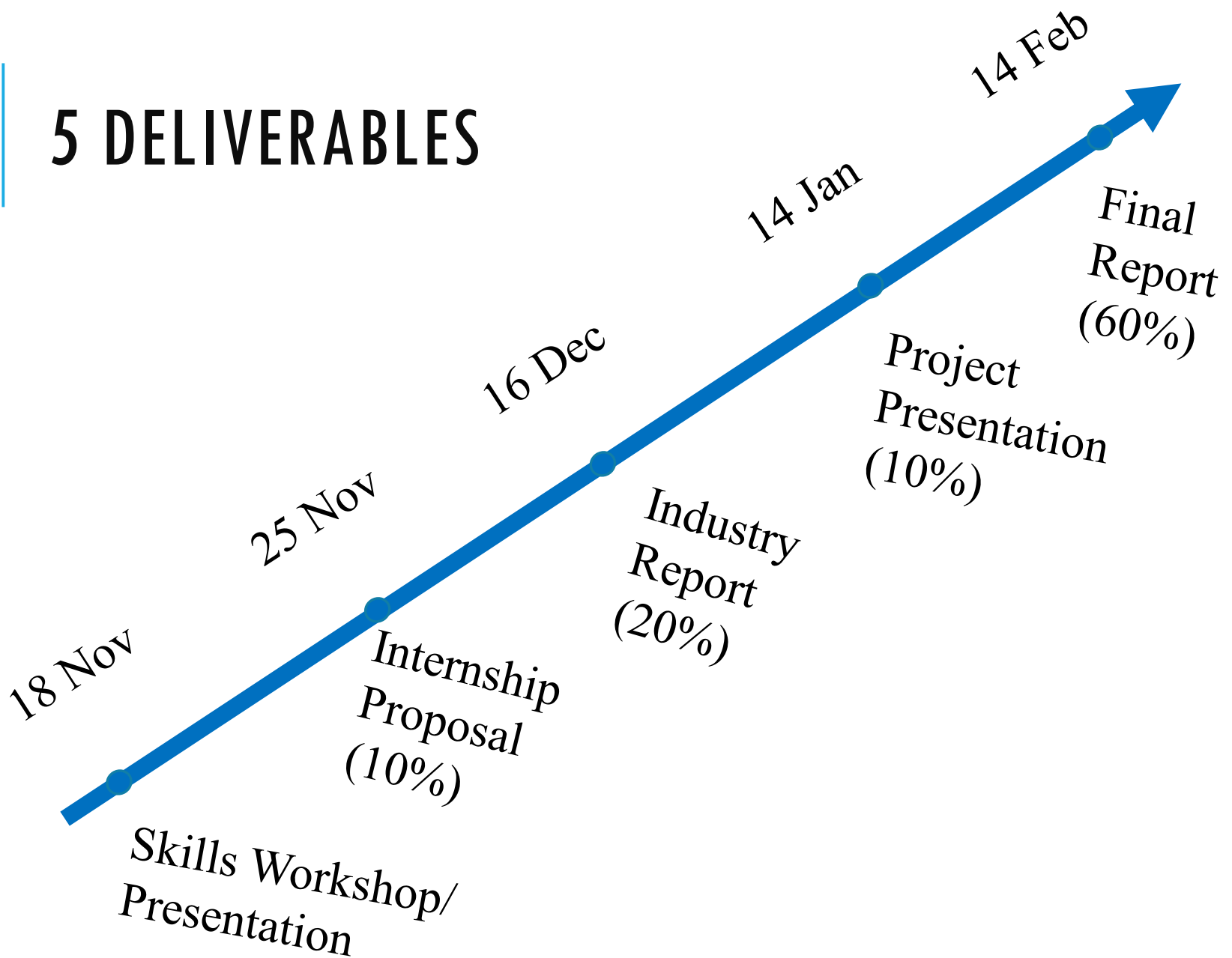
YOU WILL LEARN HOW TO:

Nov 2019-
Feb 2020

1. Negotiate a business project;
2. Diagnose and clarify a complex business problem;
3. Identify & evaluate information to solve discipline-based business problem;
4. Apply theories, concepts, tools and techniques to formulate appropriate solutions to business problem;
5. Evaluate social, environmental and economic impact;
6. Communicate effectively to persuade business audiences.



5 DELIVERABLES





Terms & Conditions

Workload

- 12 credit points (TWO units equivalent!)
- **20 hours/week** (288 hours over 4 months)
- Work placement and independent study
- **Concurrent enrollment Prohibited in Summer.**

Selection Requirements:

- Completed at least 24 credit points (excluding Advanced preparatory studies units);
- At least 60% average
- Apply with updated CV and a short proposal
- Personal interview

SHORT PROPOSAL OVERVIEW

Your proposal should include:

- Learning Aims and Objectives from the Applied Business Project (What do you want to achieve?);
- Your preferred discipline area for the proposed project and a brief outline of the tentative project;
- Identify your main strengths and experience related to your proposed project;
- Your preferred type of business organization and potential academic supervisor (if any).

Maximum 2 (two) pages long proposal must be typed in 10 points Arial font with 1.5 line spacing and 2.5 cm margins.



10 places only

To apply:

See

Ms. Chandra or

A/Prof Yunus

Ali