

Professional Services Management



Professional Services Management is a new subject in the Melbourne Law Masters. It is available to suitably qualified law and non-law graduates.

Date: Intensive: 4 – 8 October 2010
Time: 9 am – 5 pm
Location: Melbourne Law School, 185 Pelham Street, Carlton
Lecturer: Mr Joel Barolsky, Beaton Research and Consulting

This subject examines the conceptual frameworks and practical tools in the disciplines of management. It is ideal for those working in any professional services context including law and accounting firms, in-house legal teams or any other type of business advisory practice. The subject is an amalgamation of two successful subjects run by the Melbourne Law School over the past six years – *Managing Clients* and *Strategic Management in Legal Organisations*. It will provide students with an understanding of a successful business strategy, how to recruit, retain, engage and lead staff within a professional services environment and the fundamentals of marketing, brand and reputation building.

About the lecturer

Mr Joel Barolsky is a Senior Fellow, Melbourne Law Masters and a Principal of Beaton Research and Consulting. He has over 18 years experience consulting to large corporations and professional service firms in Australia, New Zealand, Singapore and South Africa. His management experience includes roles as an international marketing manager and as a business analyst with IBM Australia.

Syllabus

Principal topics will include:

- Practice economics
- Strategy: formulation and implementation
- Managing people
- Marketing, brand and reputation building
- Business development and client relationship management
- Business processes and efficiency
- Knowledge management
- Business planning and measurement
- Why some firms fly.

Courses

This subject may be undertaken as part of the following Melbourne Law School degrees:

- Master of Laws
- Master of Commercial Law
- Graduate Diploma in Legal Studies

For further information about this subject, including selection criteria and application details, please contact the Melbourne Law Masters Office

The Melbourne Law Masters

Masters degrees and graduate diplomas for law and non-law graduates

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