



# BBA 360

## Business Project

S2 Evening 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit Convenor

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E4A room 419

Friday 2pm-4pm

Tutor

Joseph McIvor

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Contact via [joseph.mcivor@mq.edu.au](mailto:joseph.mcivor@mq.edu.au)

contact via email to arrange a mutually suitable time

Credit points

3

Prerequisites

Admission to BBA and (BBA103 or ECON110 or ECON111) and (BBA250 or HRM107) and BBA102 and (BBA216 or BUS201) and BBA350 and BUSL250

Corequisites

Co-badged status

Unit description

This unit provides a platform for students to exercise the knowledge and skills that they have gained in previous units, particularly BBA350. The major component of the unit is a business-based group project, where students will actively engage with an organisation including but not limited to: not-for-profit organisations, government agencies, companies, and industry partners. Group work engages students in the challenges of interpersonal communication, task allocation, coordination and control. Students will gain an insight into organisations and be able to contextualise their graduate capabilities into the final business project.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Assess the nature of an industry's strategic issues and the environment in which they are generated.

Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.

Appraise issues related to corporate level strategy.

Critique the nature of global strategy.

Examine the importance of organizational structure in corporate strategy.

Undertake a comprehensive strategic review of an organization and its strategic issues.

## Assessment Tasks

Name	Weighting	Due
<u>Assignment</u>	30%	Weeks 3 and 13
<u>Presentation</u>	20%	Weeks 5, 6, 7, 8 and 9
<u>Individual Presentation</u>	20%	Weeks 11 and 12
<u>Group Project Report</u>	30%	Week 13

### Assignment

Due: **Weeks 3 and 13**

Weighting: **30%**

Two reflective exercises will be conducted in Week 3 and 13 Tutorial.

**Exercise 1:**( Week 3) Students will be required to write a short answer based on material that the student should be aware of from previous studies. **Value: 10%**

**Exercise 2:**( Week 13) Students will be required to write a short answer based around a selected topic, that will require them to reflect on how they can apply theory to the organisation they have just completed comprehensive research on. **Value: 20%**

#### Submission:

In class to tutor

#### Extension:

No extension will be granted. Students who have not sat the assessment, will be awarded a mark of 0 for the assessment task, except for cases in which an application for Disruption to Studies application has been lodged and approved.

On successful completion you will be able to:

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.

## Presentation

Due: **Weeks 5, 6, 7, 8 and 9**

Weighting: **20%**

Each Group member will present their analysis in respect to the organisation and strategic area selected as per highlighted in weeks 5-9 tutorial topics on Ilearn. This presentation will be followed by class and tutor led questions.

### **Submission:**

In tutorials in weeks 5, 6, 7, 8 and 9

### **Extension:**

Students who dont present in their designated week, will only be able to present again at the discretion of the tutor

On successful completion you will be able to:

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.

## Individual Presentation

Due: **Weeks 11 and 12**

Weighting: **20%**

Each group will present their complete organisational strategic analysis of the selected organisation they have engaged with over the Semester. Each group member will be given an allocated topic (agreed to by both tutor and group), this will be presented to rest of tutorial in the designated week. The presentation will be individually marked and at the end of each presentation all group members will be asked questions by the tutor and other class members

**Submission:**

In class to Lecturer or tutor.

**Extension:**

No extension will be granted. Students who do not present, will be awarded a mark of 0 for the assessment task, except for cases in which an application for Disruption to Studies application has been lodged and approved.

On successful completion you will be able to:

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Appraise issues related to corporate level strategy.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

## Group Project Report

Due: **Week 13**

Weighting: **30%**

Each group (approx 5 students) are required to prepare an organisational report outlining a forensic corporate analysis of the strategy of the company they have chosen to research. **(5000 words)** Details will be available on Ilearn.

**Submission:**

Submitted in beginning of lecture in Week 13 with assessment marking sheet and turnitin report and receipt attached to each report

**A peer assessment will be undertaken in Week 13.**

**Extension:**

No extension will be granted.

**Penalties:**

Late submissions will be penalised at 20% of the grade for the first day and 10% each day thereafter.

On successful completion you will be able to:

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

## **Delivery and Resources**

### **Classes**

This unit is comprised of :

- 6 x 2 lectures
- 7 x 2 hour consultation times in weeks 7 – 13
- 12 tutorials in weeks 2 - 13
- Minimum 60 hours on a business project for either a Not-for profit organisation, government agency, company and/or industry partner, or any other relevant organisation.

The timetable for classes can be found on the University web site at:

<http://www.timetables.mq.edu.au/>

Once the tutorial groups are formed, students cannot change their classes. Group members **MUST** all be in registered in the same tutorial

Attendance will be taken in the tutorials.

Warning: You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution.

Certain lectures and tutorials require compulsory attendance as listed. Compulsory lectures include: Weeks 1, 2, 3, 4, 5 and 6. Compulsory tutorials include: Weeks 2, 3, 5, 6, 7, 8, 9, 11, 12 and 13.

Medical certificates must be provided if you are not able to attend a class without the possibility of incurring a penalty.

You must stay in the tutorial to which you were enrolled as a cap is applied on the number of students to each tutorial in order to maximise your learning experience. Changes cannot be made after week two.

**Group work is a major component of this unit**

**All students have to complete a peer assessment, on the contribution of group members in the group organisational project.**

The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

## Required and Recommended Texts and/or Materials

### Prescribed Text

Carpenter, M; Sanders, W; Rice, J and Martin N. (2010) Strategic Management: A Dynamic Perspective: Concepts and Cases. Pearson Australia

### Note:

It is imperative that students keep abreast of current developments both in Australia and abroad via the public and popular media in respect to strategic management. At the beginning of each lecture, students will be asked to participate in a discussion of the preceding week's newsworthy items, this may well be assessable.

## Technology Used and Required

Students are required to learn how to use power point, word processing and iLearn. Access to a personal computer or similar device in order to access iLearn and communicate with fellow group members throughout the Project

### Unit Web Page

The web page for this unit can be found at: iLearn <http://learn.mq.edu.au>

## Unit Schedule

1	Approaches to Strategy- the design school debate	<ul style="list-style-type: none"><li>• Discussion of course assessments and peer assessment</li><li>• Readings –iLearn</li></ul>
2	Strategic Globalisation	<ul style="list-style-type: none"><li>• Read Chapter 8</li><li>• Group finalisation and organisation selection (in tutorials)</li></ul>
3	Strategic Control and Aligning strategy with organizational culture	<ul style="list-style-type: none"><li>• Read Chapter 13</li><li>• Readings – iLearn</li><li>• <b>Reflective Exercise in Tutorial</b></li></ul>
4	Social Responsibility at the Corporate Level	<ul style="list-style-type: none"><li>• Finalisation of individual presentation list</li><li>• Organisational paperwork - finalised and submitted to LIC</li><li>• Group Co-ordination</li></ul>

5	Strategic Change	<ul style="list-style-type: none"> <li>• Read Chapter 14</li> <li>• <b>Individual Presentation</b> (External Key Change Drivers for the Industry)( in tutorial)</li> </ul>
6	Sustainability and Strategy AND Strategic Leadership	<ul style="list-style-type: none"> <li>• Readings</li> <li>• <b>Individual Presentation</b> (Industry Analysis) (in tutorial)</li> </ul>
7	Project Consultation Seminars	<ul style="list-style-type: none"> <li>• <b>Individual presentation</b> (Internal Analysis may incl. Structure, culture, systems &amp; control) (in tutorial)</li> </ul>
8	Project Consultation Seminars	<ul style="list-style-type: none"> <li>• <b>Individual presentation</b> (Stakeholder analysis incl. customer analysis) (in tutorial)</li> </ul>
9	Project Consultation Seminars	<ul style="list-style-type: none"> <li>• <b>Individual presentation</b> (Competitive Analysis) (in tutorial)</li> </ul>
10	Project Consultation Seminars	<ul style="list-style-type: none"> <li>• Finalise group presentation order ( tutorial)</li> <li>• Reiterate presentation guidelines (in tutorial)</li> </ul>
11	Project Consultation Seminars	<ul style="list-style-type: none"> <li>• <b>Report Presentations</b> (in tutorial)</li> </ul>
12	Project Consultation Seminars (may require seminar to complete Report Presentations)	<ul style="list-style-type: none"> <li>• <b>Report presentations</b> (in tutorial)</li> </ul>
13	Unit Review and Peer assessment (compulsory)	<ul style="list-style-type: none"> <li>• <b>Reflective Exercise</b> (in tutorial)</li> <li>• <b>Group Report Due</b></li> </ul>

## Learning and Teaching Activities

### 1. Teaching Activity

The unit is taught by workshops and tutorial discussions.

### 2. Student Learning Expectations

What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.

### 3. Learning Focus

In the second half of the semester the focus will be on applying contemporary strategic issues to the projects...

### 4. Student Engagement

Each student will engage in a minimum of 60 hours on a business strategy project for a



community organisation such as not-for-profits, government agency, company or industry partner.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

#### Learning outcomes

- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

#### Assessment tasks

- Individual Presentation
- Group Project Report

#### Learning and teaching activities

- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- In the second half of the semester the focus will be on applying contemporary strategic issues to the projects...
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### Learning outcomes

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

### Assessment tasks

- Assignment
- Presentation
- Individual Presentation
- Group Project Report

### Learning and teaching activities

- The unit is taught by workshops and tutorial discussions.
- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- In the second half of the semester the focus will be on applying contemporary strategic issues to the projects...
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

### Learning outcomes

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

### Assessment tasks

- Assignment
- Presentation
- Individual Presentation
- Group Project Report

### Learning and teaching activities

- The unit is taught by workshops and tutorial discussions.
- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- In the second half of the semester the focus will be on applying contemporary strategic issues to the projects...
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

### Learning outcomes

- Examine the importance of organizational structure in corporate strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

### Assessment tasks

- Assignment
- Presentation
- Individual Presentation
- Group Project Report

### Learning and teaching activities

- The unit is taught by workshops and tutorial discussions.
- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

### Learning outcomes

- Assess the nature of an industry's strategic issues and the environment in which they are

generated.

- Identify corporate social responsibility, corporate governance and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level strategy.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.
- Undertake a comprehensive strategic review of an organization and its strategic issues.

## **Assessment tasks**

- Assignment
- Presentation
- Group Project Report

## **Learning and teaching activities**

- The unit is taught by workshops and tutorial discussions.
- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- In the second half of the semester the focus will be on applying contemporary strategic issues to the projects...
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

## **Changes from Previous Offering**

Changes in Lecture topic schedule Introduction of new Research readings to be available on Ilearn

## **Reading Materials:**

This Unit utilises research from many external sources and Macquarie academics who research in the field of Strategic Management.

The Unit gives the student practice in applying research findings to their Group Written report.

The following Journals are used extensively throughout the Unit:

- Strategic Management Journal
- Management for Strategic Business Ideas
- Business Monitor International

- Global Business Review
- Academy of Management
- Journal of Business

Other sources which are used within this Unit include:

- The Wall Street Journal
- Business Spectator
- Fortune
- The Economist
- Business Week

## Research and Practice

This unit uses research from external sources and Macquarie academics. This unit gives you practice in applying research findings in your assignments.

The following Journals are used extensively throughout the Unit:

1. Strategic Management Journal
2. Management for Strategic Business Ideas
3. Business Monitor International
4. Global Business review
5. Academy of Management
6. Journal of Business

Other sources used within the unit for research include:

1. The Wall Street Journal
2. Business Spectator
3. Fortune
4. Economics
5. Business Week

## Changes since First Published

Date	Description
15/01/2014	The Prerequisites was updated.