BBA 360

Business Project

MQC3 Day 2014

Dept of Marketing and Management

Contents

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
Stephen Erichsen
steve.erichsen@mqc.edu.au
Contact via 0412 246 099
Wednesday 5.00pm - 6.00pm by appointment

Moderator
Deborah Howlett
deborah.howlett@mq.edu.au
Contact via deborah.howlett@mq.edu.au

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 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
Assignment	30%	Weeks 3 and 12
Presentation	20%	Weeks 5, 6, 7, 8 and 9
Individual Final Presentation	20%	Week 13
Group Project Report	30%	Week 13

Assignment

Due: **Weeks 3 and 12**
Weighting: **30%**

 Two reflective exercises will be conducted in Week 3 and 12 Tutorial.

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

Exercise 2:(Week 12) Students will be required to write essay based responses to questions 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:

Completed in class and submitted.

Extension:

 No extension will be granted without prior approval and a Disruption to Studies request 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 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 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 Final Presentation

Due: **Week 13**
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:

Prior approval must be sought from the LIC

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 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.

Group Project Report

Due: **Week 13**
Weighting: **30%**

Each group (approx 5 students) are required to prepare an organisational report outlining a Forensic 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 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 :

- 7 x 2 lectures
- 6 x 2 hour participation presentations 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.

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.

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 have access to a computer for communication, research and preparation of assessable work throughout the semester and should have a working knowledge of the use of MS PowerPoint, Word and iLearn.

Unit Web Page

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

Unit Schedule

Week 1	Approaches to Strategy- the design school debate	• Discussion of course assessments and peer assessment • Readings –ilearn
2	Social Responsibility at the Corporate Level	• Group finalisation and organisation selection (in tutorials)
3	Strategic Control and Aligning strategy with organizational culture	• Read Chapter 13 • Readings – ilearn • **Reflective Exercise in Tutorial**
4	Strategic Globalisation	• Read Chapter 8 • Finalisation of individual presentation list • Organisational paperwork - finalised and submitted to LIC • Group Co-ordination
5	Strategic Change	• Read Chapter 14 • **Individual Presentation** (External Key Change Drivers for the Industry)(in tutorial
6	Sustainability and Strategy AND Strategic Leadership	• Readings • **Individual Presentation** (Industry Analysis) (in tutorial
7	Project Consultation Seminars	• **Individual presentation** (Internal Analysis may incl. Structure, culture, systems & control) (in tutorial)
8	Project Consultation Seminars	• **Individual presentation** (Stakeholder analysis incl. customer analysis) (in tutorial)
9	Project Consultation Seminars	• **Individual presentation** (Competitive Analysis) (in tutorial)
10	Project Consultation Seminars	• **Mergers & acquisitions presentation & Discussion**
11	Project Consultation Seminars	• **Finalise group presentation order (tutorial)**

12	Project Consultation Seminars (may require seminar to complete Report Presentations)	• **Reflective Exercise** (in tutorial) • **Reiterate presentation guidelines (in tutorial)**
13	Peer assessment (compulsory)	• **Report presentations** (in tutorial) • **Group Report Due**

Learning and Teaching Activities

1.

The unit is taught by lectures, group participation workshops and tutorial discussions.

2.

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.

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

4.

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

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

Disruption to Studies Policy 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/

Grades

Macquarie University uses the following grades in coursework units of study:

· HD - High Distinction

· D - Distinction

· CR - Credit

· P - Pass

· F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie

University Grading Policy which is available at:

http://www.mq.edu.au/policy/docs/grading/policy.html

For further information, please refer to the following link:

http://universitycouncil.mq.edu.au/legislation.html

Grade Appeals and Final Examination Script Viewing City Campus

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.city.mq.edu.au/reviews-appeals.html

Attendance at Macquarie City Campus

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section above on Special Consideration for more details about this.

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) 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 Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at http://students.mq.edu.au/support/

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website

at: http://www.campuslife.mq.edu.au/campuswellbeing

StudyWISE provides:

·   Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills

·   Personal assistance with your learning & study related questions

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

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.

IT Help at Macquarie City Campus

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/ or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

·   Accessing inappropriate web sites or downloading inappropriate material is not permitted.

·   Material that is not related to coursework for approved unit is deemed inappropriate.

·   Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

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

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

Assessment tasks

- Assignment
- Presentation
- Individual Final Presentation

- Group Project Report

Learning and teaching activities

- 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 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 Final Presentation
- Group Project Report

Learning and teaching activities

- The unit is taught by lectures, group participation workshops and tutorial discussions.
- 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 and ethic issues pertaining to organizations and industries.
- Appraise issues related to corporate level 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 Final Presentation
- Group Project Report

Learning and teaching activities

- 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

- Assess the nature of an industry's strategic issues and the environment in which they are generated.
- Critique the nature of global strategy.
- Examine the importance of organizational structure in corporate strategy.

Assessment tasks

- Presentation
- Individual Final Presentation
- Group Project Report

Learning and teaching activities

- The unit is taught by lectures, group participation workshops and tutorial discussions.

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 and ethic issues pertaining to organizations and industries.
- 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 Final Presentation

- Group Project Report

Learning and teaching activities

- The unit is taught by lectures, group participation 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.

Changes from Previous Offering

A change has been made to the assessment tasks from a Group presentation to an individual based on the Group Report.

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.