# BBA 350

Strategic Management

S1 Day 2017

*Dept of Marketing and Management*

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## Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor and Lecturer
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edward.wray-bliss@mq.edu.au
Contact via email
Building E4A, Room 651
To be announced in the lecture

John Truong
john.truong@mq.edu.au

Credit points
3

Prerequisites
39cp

Corequisites

Co-badged status

Unit description
This unit enables students to understand and analyze the highly influential discourse of strategic management. Starting with the premise that the ideas and practices of strategic management are far too significant to be reduced to a set of simplified tools or techniques, this unit draws upon a wide range of academic work across the fields of management, organization studies, and strategy to examine the topic. Using this research, strategic management is considered in terms of the social, political, ethical and global effects that it engenders and encourages in today’s organised world. Students will have the opportunity to synthesize these areas of knowledge through analyzing the strategic lessons to be drawn from major organizational and societal events, including those of high-level corporate fraud and environmental crisis.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. Critically assess the nature and origins of strategic management
2. Identify and analyse strategic issues in a management context
3. Demonstrate awareness of the major conceptualisations of strategic management
4. Demonstrate awareness of contemporary challenges for and critiques of Strategic Management

Assessment Tasks

<table>
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<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Assignment One</td>
<td>20%</td>
<td>Week 5</td>
</tr>
<tr>
<td>Assignment Two</td>
<td>40%</td>
<td>Week 11</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
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Assignment One

Due: **Week 5**  
Weighting: **20%**

Essay questions and guidance will be made available on iLearn in Week 2. The essay will require you to discuss the history of strategy in management.

Submission.

On-line, via Turnitin, on the unit iLearn site by 12pm (mid day) on the Friday of Week 5.

Extensions and Penalties:

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Critically assess the nature and origins of strategic management

Assignment Two

Due: **Week 11**  
Weighting: **40%**

Essay questions and guidance will be made available in week 7. This essay will require you to critically discuss the theory, practice and ethical implications of strategic management.

Submission.

On-line, via Turnitin, on the unit iLearn site by 12pm (mid day) on the Friday of Week 11.

Extensions and Penalties:
No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Identify and analyse strategic issues in a management context
- Demonstrate awareness of contemporary challenges for and critiques of Strategic Management

Final Examination
Due: University Examination Period
Weighting: 40%

A two (2) hour final examination under closed book conditions and within the University formal examination period.

This Assessment Task relates to the following Learning Outcomes:

- Demonstrate awareness of the major conceptualisations of strategic management
- Demonstrate awareness of contemporary challenges for and critiques of Strategic Management

Delivery and Resources

Classes

There are 3 hours of face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.

Timetables for classes can be found on the University web site at www.timetables.mq.edu.au

Prizes

A Certificate Prize will be awarded to the student/s achieving the highest mark within this cohort.

Required and Recommended reading

The required reading for this unit consists of a collection of academic articles on strategy and management that will be uploaded for you on the unit iLearn site. You will need to download and read the designated article before your tutorials each week and to bring the article and your notes on it to the tutorial. Your understanding of each of these articles is examined in the final exam and assessed in the two essays.

In addition, there will be a number of further articles uploaded on iLearn under each week's topic area. You will need to read a selection of these and use them in your assignments.
The unit (ilearn) page for this unit can be found at http://ilearn.mq.edu.au

Access to a personal computer is required for downloading resources from ilearn.

## Unit Schedule

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<th>Week</th>
<th>Topic</th>
<th>Tutorial</th>
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<tr>
<td>1</td>
<td><strong>Introduction:</strong> Ambiguous Strategy</td>
<td>No tutorial</td>
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<tr>
<td>9</td>
<td><strong>Strategy Cases:</strong> Enron, Part One</td>
<td>Oxfam (2016) <em>The Hidden Billions</em>. Oxfam Research Reports, Oxfam, Australia</td>
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<tr>
<td>13</td>
<td><strong>Revision</strong></td>
<td></td>
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**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:


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/)

Results

Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

Student Support

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](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 Enquiry Service

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

Equity Support

Students with a disability are encouraged to contact the [Disability Service](http://www.mq.edu.au/about_us/offices_and_units/disability_service/) who can provide appropriate help with any issues that arise during their studies.

IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University’s IT, you must adhere to the [Acceptable Use of IT Resources Policy](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

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 outcome**

- Demonstrate awareness of contemporary challenges for and critiques of Strategic Management

**Assessment task**

- Assignment Two

**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**

- Critically assess the nature and origins of strategic management
- Identify and analyse strategic issues in a management context
- Demonstrate awareness of the major conceptualisations of strategic management
- Demonstrate awareness of contemporary challenges for and critiques of Strategic Management

**Assessment tasks**

- Assignment One
- Assignment Two
- Final Examination

**Changes from Previous Offering**

We have changed the second assessment task from a group report to an individual essay - based upon our judgement that the group project was not necessarily assessing each individual contributions accurately. We have also changed the length of both assessment tasks and the length of the final exam to bring the unit into-line with the University’s new assessment policy. Given that the group report has been removed, we have taken out the two weeks that were set aside for students to organise their group work and replaced these with two new lecture
Global Contexts and Sustainability

This unit examines Strategic Management from a critical academic perspective. As such, we will be questioning the theories and practices of strategic management as much as learning them. A major aspect of this questioning will be an examination of the global, ethical and environmental impacts of dominant corporate strategies.

Research and Practice

This unit requires students to engage with contemporary and classic research texts on strategy, drawn from the leading management and strategy journals and texts. As such, the unit fosters student's abilities to read and understand published academic research on the subject area.