



# ACCG8303

## CPA - Global Strategy and Leadership

Session 1, Weekday attendance, North Ryde 2020

*Department of Accounting & Corporate Governance*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	3
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	7

#### **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

Convenor

Melanie Seifert

[melanie.seifert@mq.edu.au](mailto:melanie.seifert@mq.edu.au)

Contact via Email

E4R223

Tuesday 11-12pm

Moderator

Sophia Su

[sophia.su@mq.edu.au](mailto:sophia.su@mq.edu.au)

Contact via Email

Credit points

10

Prerequisites

(ACCG907 or ACCG8307) and (ACCG908 or ACCG8308) and (ACCG913 or ACCG8313)

Corequisites

Co-badged status

Unit description

This unit provides extended formal academic support to students concurrently enrolled in the Global Strategy and Leadership unit of the CPA program. Specifically, this unit provides students with a framework and the necessary analytical tools in order to develop and implement strategy. The unit covers a number of modules which predominantly follow a rational, or traditional analytical approach to the strategic management cycle – analysis, choice, and implementation. A number of approaches available to leaders will be examined.

## 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:

**ULO1:** Apply understanding of strategy and leadership concepts to business case scenarios

**ULO2:** Apply concepts of a) remote environment, b) industry analysis, c) competitor and key customer analysis, d) capability analysis, e) stakeholder analysis and performance measurement to implement strategies for leadership functions

**ULO3:** Analyse the role of leaders in developing and implementing strategy and be able to apply the strategy and leadership concepts learned to case scenarios

**ULO4:** Develop professional skills and capabilities in strategic thinking

**ULO5:** Develop communication and presentation skills relating to strategy and strategic leadership

## Assessment Tasks

### Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

## Delivery and Resources

### Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

<b>Required Text:</b>	<b>Prescribed Text:</b>  <i>CPA Handbook Global Strategy and Leadership (2019) CPA Australia</i>
<b>Unit Web Page:</b>	Course material is available on the learning management system (iLearn). The web page for this unit can be found at <a href="http://ilearn.mq.edu.au">http://ilearn.mq.edu.au</a> . Ensure that you have regular access to technology that has reliable connectivity to the internet. <ul style="list-style-type: none"><li>• The Webpage will contain important unit materials including:</li><li>• Course details—An outline of the unit</li><li>• Announcements—notices updating students on important matters regarding the unit</li><li>• Lecture slides</li><li>• Results for the mid semester exam</li></ul>
<b>Technology Used and Required:</b>	

<b>Delivery Format and Other Details:</b>	<p><b>Classes</b></p> <p>This unit is structured around attendance at one 3 hour class per week. A link to the timetable can be found here : <a href="http://timetables.mq.edu.au">http://timetables.mq.edu.au</a></p> <p><b>Class attendance is compulsory.</b></p>
<b>Recommended Readings:</b>	<p>Johnson G., Scholes, K., Whittington R. (2008), <i>Exploring Corporate Strategy: Texts and Cases</i> 8<sup>th</sup> ed, Prentice Hall, Harlow, Essex.</p> <p>Hubbard, G., Rice, I., Beamish, P (2008), <i>Strategic Management: Thinking, Analysis, Action</i> 3<sup>rd</sup> ed, Pearson Education Australia, Frenchs Forest.</p> <p>Students can also access additional materials via CPA Online learning. Details regarding this can be obtained within the CPA program guide made available to students upon enrolment with CPA. Students are encouraged to utilise this material.</p> <p>There is generally a large amount of published literature available concerning strategic management. Students are therefore also encouraged to perform their own research (eg library, internet) during the semester to further explore the content covered within the prescribed and suggested reference texts, and, in class discussion.</p>
<b>Other Course Materials:</b>	

## Teaching and Learning Activities

The unit is structured around a 3 hour session.

Lectures will provide students with the main concepts and techniques and these will cover the most significant parts of the content from the CPA Material. Students are expected to work through the material independently and to read the relevant module prior to lecture attendance. Some class discussion/activity will also be undertaken to consolidate the student's knowledge of the material covered within each week's lecture.

For each module, PowerPoint lecture notes will be placed on *iLearn* before the class. They are NOT intended to, nor do they stand alone nor do they in any way replace compulsory lecture attendance and FULL READING OF THE CPA Modules. They are provided for your convenience.

Students are required to ensure that they meet the requirements of Assessment 3 to receive class participation marks. Activities will be undertaken that will require students to complete tasks prior to, during and post class attendance.

**You are not entitled to rely on notes provided by the lecturer for full study purposes nor most importantly can they be taken as being a defined indicator of CPA exam content.**

Active participation in class is expected of every student. This helps clarify ideas, understanding and problem areas with the material, as well as enhancing your communication skills.

### Ways to enhance your chance of success in this unit:

During 2007 the Master of Accounting program engaged in a significant research project that was designed to investigate and find ways to enhance student participation in the classroom.

**Students** who were interviewed during the research project stated that participating in classroom discussions, answering lecturer's questions and engaging in meaningful discussion with

colleagues when directed by the lecturer:

1. assists them in retaining information and maintaining interest and concentration
2. allows them to clarify or check their understanding
3. provides opportunities to enhance and reinforce knowledge and learn from other students
4. improves their English proficiency
5. supports their development of communication skills develops skills needed in professional practice.

**Lecturers** expect students to participate in class as it:

1. provides opportunities for students to review or clarify lecture content and benefit from the experience of other students
2. assists students to think about concepts and test whether their understanding is correct
3. develops confidence in speaking
4. provides opportunities to think in a different way

The research concluded that the benefits of participation include:

- enhancing the learning process
- meeting lecturers' expectations of students
- helping to increase communication skills.

## Unit Schedule

### Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

### UNIT DIARY ACCG8303 CPA – Global Strategy and Leadership – Session 1 2020

Week	Class/ Date	Topic	Module	Other information
W1	Class 1  Week start  27.01.20	An Introduction to Strategy & Leadership	Module 1	Introduction  Review of Unit Guide

<b>W2</b>	<b>Class 2</b>  Week start  03.02.20	<b>Understanding the External Environment</b>	<b>Module 2</b>	
<b>W3</b>	<b>Class 3</b>  Week start  10.02.20	<b>Understanding the Internal Environment</b>	<b>Module 3</b>	
<b>W4</b>	<b>Class 4</b>  Week start  17.02.20	<b>Class Test 1</b>  Date: Mon 17.02.20  Time: 12 -1:30pm  Location TBA  Note: All NR students to attend this class test	<b>Class Test 1</b>	<b>In Class Test 1 (20%)</b> will cover modules 1-3 and will be 90 minutes duration.
<b>W5</b>	<b>Class 5</b>  Week start  24.02.20	<b>Product and Market Development</b>	<b>Module 4</b>	
<b>W6</b>	<b>Class 6</b>  Week start  02.03.20	<b>Developing the strategy</b>	<b>Module 5</b>	
<b>W7</b>	<b>Class 7</b>  Week start  09.03.20	<b>Strategy Implementation and Leadership</b>	<b>Module 6</b>	
<b>W8</b>	<b>Class 8</b>  Week start  16.03.20	<b>Leadership and Decision Making</b>	<b>Module 7</b>	
<b>W9</b>	<b>Class 9</b>  Week start  23.03.20	<b>Revision</b>		

W10	Class 10 Week start 30.03.20	Class Test 2 - Class Test 2– 35% of marks – test is compulsory. 3 hours including 10 minutes reading time – covers all Modules.  <u>Date: Monday 30.03.20</u>  <u>Time: 6-9pm TBC</u>  <u>Location: TBA</u>  <u>All Students to attend this exam.</u>	Class Test 2	<u>This test is an important EXAM</u>  35% of total marks.  <u>See iLearn for date, time, location and seating.</u>  <u>Formal invigilation – bring ID.</u>
W11	Class 11 Week start 06.04.20	Class Test review and Exam techniques discussion.	MQ Exam review & revision	IMPORTANT CLASS YOU MUST ATTEND
W12	Class 12 Week start 06.04.20	Review Session. An opportunity for students to have additional practice and support for the upcoming CPA exam.		
W13  W14	No Classes	Final (CPA Australia) Exam – <u>CPA Exam period commences Sat 11 April – Sun 28 April 2020</u>		CPA Australia EXAM  30% of total marks  <u>You must personally check ALL exam details</u> with CPA Australia

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/unit_guides/122554/unit_guide/print) ([https://students.mq.edu.au/unit\\_guides/122554/unit\\_guide/print](https://students.mq.edu.au/unit_guides/122554/unit_guide/print))

[mq.edu.au/support/study/student-policy-gateway](http://mq.edu.au/support/study/student-policy-gateway)). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## 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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)



## 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](#). The policy applies to all who connect to the MQ network including students.