



# MMBA8060

## Strategic Management

MGSM term 3, Special circumstance 2020

*Department of Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Roger Moser

[roger.moser@mq.edu.au](mailto:roger.moser@mq.edu.au)

Credit points

10

Prerequisites

Admission to MBA and 80cp including ((MGSM820 or MMBA8020) and (MGSM835 or MMBA8035) and (MGSM850 or MMBA8050))

Corequisites

Co-badged status

Unit description

This unit analyses the theories behind, and practical applications of, strategic management used to achieve sustainable competitive advantage. The purpose of this unit is to help you develop your own viewpoint on the most appropriate methods for effectively executing corporate strategy in 21st Century organisations. You will learn how to think and act to develop, achieve and maintain the competitive advantage of an organisation.

## 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:** Identify and describe theories, frameworks and research findings in business and organisational management.

**ULO2:** Analyse and apply perspectives of strategic management in exploring organisational problems and phenomena both as an individual and a team.

**ULO3:** Critically reflect on and apply strategic principles that promote incremental and transformational change across organisations.

## General Assessment Information

Late Assessments must also be submitted through Turnitin. 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 incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Group Presentation and Report</a>	40%	No	Presentations - Sess 8 & 9; Report - Fri 28th Aug 2020 5pm
<a href="#">Participation and Team Evaluation</a>	20%	No	Sessions 1 to 5
<a href="#">Final Online Examination</a>	40%	No	University Examination Period

### Group Presentation and Report

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Presentations - Sess 8 & 9; Report - Fri 28th Aug 2020 5pm**

Weighting: **40%**

Students will use their knowledge of strategy theories and frameworks in the context of a current issue or company. A set of key themes need to be addressed. Whilst students work in a group or groups, parts of this task are assessed individually. The first task involves submitting a group report of up to 2,000 words. This part is worth 20% of the total available marks. The second part of the task requires each student will make an online video presentation as part of a group, of up to 30 minutes per group. This presentation will also involve a Q & A session, with questions coming from the audience and the lecturer. Whilst students are marked individually, the rubric will show that team dynamics and synthesis will also be assessed. This will form an individual mark of 20%.

On successful completion you will be able to:

- Identify and describe theories, frameworks and research findings in business and organisational management.
- Analyse and apply perspectives of strategic management in exploring organisational problems and phenomena both as an individual and a team.
- Critically reflect on and apply strategic principles that promote incremental and transformational change across organisations.

## Participation and Team Evaluation

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Sessions 1 to 5**

Weighting: **20%**

Students will participate in discussion boards and group tasks. At the end of the session, students will reflect upon the process of teamwork challenges and outcomes in a 750 word submission.

On successful completion you will be able to:

- Identify and describe theories, frameworks and research findings in business and organisational management.
- Analyse and apply perspectives of strategic management in exploring organisational problems and phenomena both as an individual and a team.

## Final Online Examination

Assessment Type <sup>1</sup>: Examination

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **University Examination Period**

Weighting: **40%**

The final exam will be case based with a time limit of 3 hours. It will be an open book online exam administered via iLearn and will be held during the University Examination Period.

On successful completion you will be able to:

- Identify and describe theories, frameworks and research findings in business and organisational management.

- Analyse and apply perspectives of strategic management in exploring organisational problems and phenomena both as an individual and a team.

<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

Required Text	None. Readings will be available on iLearn
Unit Web Page	The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn ( <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a> ).  iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a>
Recommended readings	Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page
Inherent Requirements	None

## Unit Schedule

Please see iLearn.

## 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/support/study/student-policy-gateway) (<https://students.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.