



MGMT8012

Managing Strategically

Session 2, Special circumstance 2020

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Unit Schedule</u>	4
<u>Policies and Procedures</u>	4

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Associate Professor Kyle Bruce

kyle.bruce@mq.edu.au

Credit points

10

Prerequisites

(Admission to MMgmt or MEngMgt) and ((40cp at 6000 level) or (10cp at 8000 level))

Corequisites

Co-badged status

Unit description

The purpose of this unit is to help students develop their own point of view on the formulation and implementation of strategy. Students will study how to think and act like strategic managers and leaders within an organisation. The unit is concerned with the many managerial plans and actions involved in organisations' quest to gain and sustain competitive advantage, how they might stay "in fit" with ever-changing environments, and how they manage strategic change. The unit draws from a range of different disciplines, bringing together much of the concepts/ideas/subjects that form the basis of a business degree.

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: Analyse and explain the centrality of strategic leadership.

ULO2: Assess a firm's internal resources and capabilities, analysing where and how these represent strengths and weaknesses.

ULO3: Evaluate a firm's strategic options in the context of contemporary issues, such as cultural and structural requirements, to solve problems.

General Assessment Information

Late Assessments must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 20%** 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 40% 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
Analysis	40%	No	Week 13
Individual Analysis & Report	60%	No	Week 13

Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **40%**

This case study requires you to identify a problem, and then communicate your ideas, reflections and solutions. The submission will sum up to 1,500 words.

On successful completion you will be able to:

- Analyse and explain the centrality of strategic leadership.
- Evaluate a firm's strategic options in the context of contemporary issues, such as cultural and structural requirements, to solve problems.

Individual Analysis & Report

Assessment Type ¹: Project

Indicative Time on Task ²: 40 hours

Due: **Week 13**

Weighting: **60%**

Students will work in groups, but their entire mark will be individual. The group will be required to select an organisation they are familiar with and develop a report analysing the organisation's strategy. This case study will be developed over the entire session. Thus, the final submission will reflect weekly discussions, reflections and conclusions.

Students should analyse their selected organisation's strategic operations through reference to unit material as well as additional research. Each student will write up to 3,000 words.

On successful completion you will be able to:

- Analyse and explain the centrality of strategic leadership.
- Assess a firm's internal resources and capabilities, analysing where and how these represent strengths and weaknesses.
- Evaluate a firm's strategic options in the context of contemporary issues, such as cultural and structural requirements, to solve problems.

¹ 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.

² 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.
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). 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: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn 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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact 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/.

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.