



MGMT3050

Strategic Management

Session 1, Special circumstances 2021

Department of Management

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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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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 Unit Convenor Associate Professor Kyle Bruce kyle.bruce@mq.edu.au
Credit points 10
Prerequisites 130cp at 1000 level or above
Corequisites
Co-badged status
Unit description This unit enables students to understand and analyse the powerful discourse of strategic management, drawing upon research across the fields of management, organisation studies, and strategy to examine the discipline. Strategic management is addressed in terms of its economic, social, political, and ethical effects in today's organisational world. Specifically, the unit aims to develop a capacity to think strategically about an organisation and its macro environment, industry environment, and competitive position.

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: Critically assess the nature and origins of strategic management concepts and theories.

ULO2: Identify and analyse strategic issues in a management context.

ULO3: Apply tools of strategic management to address contemporary management issues and challenges.

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 not be accepted after solutions have been discussed and/or made available.

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
Individual Report 1	30%	No	Week 6
Individual Report 2	30%	No	Week 11
Final Online Examination	40%	No	University Examination Period

Individual Report 1

Assessment Type [1](#): Report

Indicative Time on Task [2](#): 20 hours

Due: **Week 6**

Weighting: **30%**

An individual report of up to 2,000 words, worth 30%.

On successful completion you will be able to:

- Critically assess the nature and origins of strategic management concepts and theories.
- Identify and analyse strategic issues in a management context.

Individual Report 2

Assessment Type [1](#): Report

Indicative Time on Task [2](#): 20 hours

Due: **Week 11**

Weighting: **30%**

An individual report of up to 2,000 words, worth 30%.

On successful completion you will be able to:

- Identify and analyse strategic issues in a management context.
- Apply tools of strategic management to address contemporary management issues and challenges.

Final Online Examination

Assessment Type ¹: Examination

Indicative Time on Task ²: 15 hours

Due: **University Examination Period**

Weighting: **40%**

A two-hour examination, administered via iLearn and worth 40%, will be held during the University Examination Period.

On successful completion you will be able to:

- Critically assess the nature and origins of strategic management concepts and theories.
- Identify and analyse strategic issues in a management context.

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	Grant, R., Murray, P.A., Orr, S., Butler, B., Bezemer, P.-J. 2021. Strategic management essentials. 1 st edition, Wiley.
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	<p>Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p>
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://policies.mq.edu.au) (<https://policies.mq.edu.au>). 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](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.