# MMBA8055

## Business Strategy

Term 1, In person-scheduled-intensive, North Ryde 2022

*Department of Management*

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## Disclaimer

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## Notice

As part of [Phase 3 of our return to campus plan](https://unitguides.mq.edu.au/unit_offerings/151139/unit_guide/print), 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
Steve Jaynes
steve.jaynes@mq.edu.au

Credit points
10

Prerequisites
(Admission to MBA or GradDipMgt or GradCertMgt or MEngMgt) and 30cp at 8000 level

Corequisites

Co-badged status

Unit description
The unit aims to develop a capacity to think strategically about an organisation, its macro environment, industry and competitive position; to build individual and team skills for conducting strategic analysis in a variety of industry situations; and to integrate business discipline knowledge in making strategic decisions. The purpose of the unit is to build individual and team capability to develop, implement, and evaluate business strategies for sustainable growth and profitability.

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: Demonstrate an applied knowledge of the perspectives, concepts and tools of business strategy through applying and adapting these to a variety of organisational contexts.

ULO2: Individually and in teams apply the concepts and tools of business strategy to undertake the sustainable development and evaluation of strategy in a variety of organisational contexts.

ULO3: Individually and in teams recommend and communicate an optimal strategic direction and its implementation in a variety of organisational contexts.
ULO4: Analyse and integrate environmental, social, and governance factors, and principles of responsible leadership, in the development and implementation of strategy.

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

<table>
<thead>
<tr>
<th>Submission time after the due date (including weekends)</th>
<th>Penalty (% of available assessment task mark)</th>
<th>Example: for a non-timed assessment task marked out of 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 24 hours</td>
<td>10%</td>
<td>10% x 30 marks = 3-mark deduction</td>
</tr>
<tr>
<td>24-48 hours</td>
<td>20%</td>
<td>20% x 30 marks = 6-mark deduction</td>
</tr>
<tr>
<td>48-72 hours</td>
<td>30%</td>
<td>30% x 30 marks = 9-mark deduction</td>
</tr>
<tr>
<td>72-96 hours</td>
<td>40%</td>
<td>40% x 30 marks = 12-mark deduction</td>
</tr>
<tr>
<td>&gt; 96 hours</td>
<td>100%</td>
<td>Assignment won’t be accepted</td>
</tr>
</tbody>
</table>

Special Consideration To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment 1: Strategy presentation</td>
<td>40%</td>
<td>No</td>
<td>3.30pm, 13 March</td>
</tr>
<tr>
<td>Assessment 2: Strategy report</td>
<td>20%</td>
<td>No</td>
<td>10.00pm, 18 March</td>
</tr>
<tr>
<td>Assessment 3: Strategy perspectives</td>
<td>40%</td>
<td>No</td>
<td>10pm, 18 March</td>
</tr>
</tbody>
</table>
Assessment 1: Strategy presentation

Assessment Type: Case study/analysis
Indicative Time on Task: 30 hours
Due: 3.30pm, 13 March
Weighting: 40%

A 20-minute presentation of the initial findings of a strategic analysis, as set out in the Strategy report.

• Group component = 10%
• Individual component = 30%

On successful completion you will be able to:

• Demonstrate an applied knowledge of the perspectives, concepts and tools of business strategy through applying and adapting these to a variety of organisational contexts.
• Individually and in teams apply the concepts and tools of business strategy to undertake the sustainable development and evaluation of strategy in a variety of organisational contexts.
• Individually and in teams recommend and communicate an optimal strategic direction and its implementation in a variety of organisational contexts.

Assessment 2: Strategy report

Assessment Type: Case study/analysis
Indicative Time on Task: 15 hours
Due: 10.00pm, 18 March
Weighting: 20%

A 1,500 word report evaluating the strategic position of a business to provide an analysis and recommendation for its future strategic direction.

On successful completion you will be able to:

• Demonstrate an applied knowledge of the perspectives, concepts and tools of business strategy through applying and adapting these to a variety of organisational contexts.
• Individually and in teams apply the concepts and tools of business strategy to undertake the sustainable development and evaluation of strategy in a variety of organisational contexts.
Individually and in teams recommend and communicate an optimal strategic direction and its implementation in a variety of organisational contexts.

• Analyse and integrate environmental, social, and governance factors, and principles of responsible leadership, in the development and implementation of strategy.

Assessment 3: Strategy perspectives

Assessment Type: Qualitative analysis task
Indicative Time on Task: 30 hours
Due: 10pm, 18 March
Weighting: 40%

A 1,800 word analysis of the different lenses of strategy, as described in the text, to explain and critique relevant aspects of the sessions and experiences that made up the unit.

On successful completion you will be able to:

• Demonstrate an applied knowledge of the perspectives, concepts and tools of business strategy through applying and adapting these to a variety of organisational contexts.
• Analyse and integrate environmental, social, and governance factors, and principles of responsible leadership, in the development and implementation of strategy.

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 Learning Skills Unit 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

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<tbody>
<tr>
<td>Unit Web Page</td>
<td>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></td>
</tr>
</tbody>
</table>
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 and students. Students should make themselves familiar with Zoom.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Recommended readings are provided via Leganto 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). 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). 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) 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/

The Writing Centre
The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Getting help with your assignment
- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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 Enquiry Service
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

Equity 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.

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.