GMBA8011

Be Competitive

Coursera term 6, Online-scheduled-weekday 2022

Department of Management

Contents

General Information 2

Learning Outcomes 2

General Assessment Information 3

Assessment Tasks 3

Delivery and Resources 5

Policies and Procedures 5

Changes since First Published 7

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General Information

Unit convenor and teaching staff

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Credit points
5

Prerequisites
Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description
The ability to generate strategic insights is an expectation for the "future of work" but what does this actually mean? Are there universal principles of strategic thinking that can help us become more effective at developing insights? And how can these strategic insights help an organisation become more competitive? This unit examines the basic elements of strategy through a set of rich and nuanced business models. It covers classic strategic questions and topics with an emphasis on diverse and emergent themes, such as open innovation and strategy, networks, platforms and other business model innovations, and the processes and practices of strategy, and their effects. Students apply the tools and techniques of contemporary strategic analysis and also reflect on the doing of strategy in the context of their own business or workplace, and other real cases. In parallel, students are encouraged to develop a reflective and critical perspective on the implications and impacts of taken-for-granted strategy thinking, concepts and tools, and conversely are asked to consider the future of strategy, centred on how strategic management can provide solutions for pressing sustainability-related societal-level challenges.

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 consider the forces that shape competition for economic exchanges.

ULO2: Analyse the sources of value in company offerings and how markets are segmented based on differences in perceived value.

ULO3: Evaluate and develop strategic options that are suitable, feasible, and acceptable.

ULO4: Effectively communicate a strategy in a way that is relevant, concise, and actionable

General Assessment Information

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

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.

Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

Assessment Tasks

Name	Weighting	Hurdle	Due
Strategic Analysis - Group	60%	No	29/11/2022 11:59pm, AEDT

Name	Weighting	Hurdle	Due
Discussion Forum Contribution: Debate and Dialogue	40%	No	22/11/2022, 11:59pm, AEDT

Strategic Analysis - Group

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 14 hours
Due: **29/11/2022 11:59pm, AEDT**
Weighting: **60%**

Length: 2-3 slides including presenter notes for individual submission; max. 20 minutes (10-12 slides) for team submission Format: Multimedia group presentation Task: For this assignment, you will work within a team and develop comprehensive strategic analysis and derive strategy recommendations for a major organisation. For detailed information and the marking criteria, please refer to the section Course Resources - Assessment Information in your online unit. You will submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Critically consider the forces that shape competition for economic exchanges.
- Analyse the sources of value in company offerings and how markets are segmented based on differences in perceived value.
- Evaluate and develop strategic options that are suitable, feasible, and acceptable.
- Effectively communicate a strategy in a way that is relevant, concise, and actionable

Discussion Forum Contribution: Debate and Dialogue

Assessment Type [1]: Debate
Indicative Time on Task [2]: 10 hours
Due: **22/11/2022, 11:59pm, AEDT**
Weighting: **40%**

Strategic management professional engagement. In this professional engagement task, you will debate, discuss, and deconstruct the concepts, ideas, and cases explored in the unit on a weekly basis in the identified discussion forums (1,000 word discussion forum contribution).

On successful completion you will be able to:

- Critically consider the forces that shape competition for economic exchanges.
- Analyse the sources of value in company offerings and how markets are segmented based on differences in perceived value.
- Evaluate and develop strategic options that are suitable, feasible, and acceptable.
- Effectively communicate a strategy in a way that is relevant, concise, and actionable

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[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

Please refer to the unit content on Coursera.

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
- Assessment Procedure
- Complaints Resolution 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

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

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.

- 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 Services and Support

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault

- Social support including information about finances, tenancy and legal issues

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.

Changes since First Published

Date	Description
10/10/2022	The assessment due dates are changed.