



# ACCG8143

## Strategic Business Leader II

Session 2, Online-scheduled-weekday 2022

*Department of Accounting and Corporate Governance*

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## General Information

Unit convenor and teaching staff

Moderator

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Credit points

10

Prerequisites

ACCG926 or ACCG8126

Corequisites

ACCG941 or ACCG8141

Co-badged status

Unit description

This unit, part 2 of the strategic business leader series, aims to provide knowledge regarding the external forces (behaviour of customers, initiatives of competitors, emergence of new laws and regulations) that shape the environment of an organisation. The unit is also concerned with the internal ambitions and concerns (desire for growth, design of processes, competency of employees, financial resources) that exist within an organisation. Specifically, the unit considers the factors relevant in establishing the strategic position of an organisation in the present and as predicted in the future using relevant forecasting techniques. It is primarily concerned with the impact of the external environment on an organisation, its internal capabilities and expectations, and how the organisation positions itself subject to these constraints.

## 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:** Apply leadership skills using organisation perspective in developing and delivering value-creating strategy

**ULO2:** Evaluate strategic options and making strategic choices considering the external environment and the availability of internal resources

**ULO3:** Select and apply appropriate information technologies and data analytics to identify strategic opportunities and implement strategic options

**ULO4:** Assess and advise on the strategic aspects of innovation, performance excellence, and change management

**ULO5:** Analyse and evaluate the effectiveness of an organisation's strategy and the financial consequences of implementing strategic decisions

## General Assessment Information

### Late Assessment Submission Penalty

Unless an application for [Special Consideration](#) 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, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

| Name                                       | Weighting | Hurdle | Due                    |
|--|-----------|--------|------------------------|
| <a href="#"><u>Assessed coursework</u></a> | 20%       | No     | Throughout             |
| <a href="#"><u>Written Assignment</u></a>  | 20%       | No     | See iLearn             |
| <a href="#"><u>Online Final Exam</u></a>   | 60%       | No     | University Exam Period |

### Assessed coursework

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

Indicative Time on Task <sup>2</sup>: 49 hours

Due: **Throughout**

Weighting: **20%**

Homework exercises form a critical part in the study process, as they serve to reinforce concepts

that are covered in class or online. Students will be required to attend seminars with their weekly homework. The teaching staff will check that these are satisfactorily attempted. The teaching staff will assess weekly homework on six (6) occasions without prior notice. Marks are awarded for the original effort, completeness and evidence that corrections are made as appropriate. The homework component will be worth 15%, with each assessed submission counting for 2.5%. The remaining 5% will be based on the quality and frequency of the student's seminar participation. Students should be prepared to engage constructively in open discussions on relevant topical issues.

On successful completion you will be able to:

- Apply leadership skills using organisation perspective in developing and delivering value-creating strategy
- Evaluate strategic options and making strategic choices considering the external environment and the availability of internal resources
- Select and apply appropriate information technologies and data analytics to identify strategic opportunities and implement strategic options
- Assess and advise on the strategic aspects of innovation, performance excellence, and change management
- Analyse and evaluate the effectiveness of an organisation's strategy and the financial consequences of implementing strategic decisions

## Written Assignment

Assessment Type <sup>1</sup>: Case study/analysis

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

Due: **See iLearn**

Weighting: **20%**

The purpose of the professional assignment is to allow students to put business analysis and strategic management concepts into practice in a real life setting and allow students to demonstrate their knowledge on a group and individual basis. The assignment should help students reflect on their learning and link concepts learned in the unit to professional practice. In addition to a written assignment of approximately 1 500 words (10%), there is a group-based presentation (10%) based on the assignment in which students are marked individually. This is a formative assessment designed to prepare students for the final exam.

On successful completion you will be able to:

- Apply leadership skills using organisation perspective in developing and delivering value-

creating strategy

- Evaluate strategic options and making strategic choices considering the external environment and the availability of internal resources
- Select and apply appropriate information technologies and data analytics to identify strategic opportunities and implement strategic options
- Assess and advise on the strategic aspects of innovation, performance excellence, and change management

## Online Final Exam

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

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

Due: **University Exam Period**

Weighting: **60%**

A two-hour online examination will be held during the University examination period. The final exam is a summative assessment designed to let students demonstrate the knowledge and skills they have attained in the previous three assessments.

On successful completion you will be able to:

- Apply leadership skills using organisation perspective in developing and delivering value-creating strategy
- Evaluate strategic options and making strategic choices considering the external environment and the availability of internal resources
- Select and apply appropriate information technologies and data analytics to identify strategic opportunities and implement strategic options
- Assess and advise on the strategic aspects of innovation, performance excellence, and change management
- Analyse and evaluate the effectiveness of an organisation's strategy and the financial consequences of implementing strategic decisions

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<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

|   |   |
|---|---|
| <b>Required Text:</b>                     | <p>Students are to refer to the following two textbooks (hardcopy and/or eBook) published by BPP Learning Media:</p> <ul style="list-style-type: none"> <li>• ACCA Strategic Business Leader Workbook Sept 2022 to June 2023</li> <li>• ACCA Strategic Business Leader Practice &amp; Revision Kit Sept 2022 to June 2023</li> </ul>  |
| <b>Unit Web Page:</b>                     | Students are required to access a computer and the internet at various times in completing this unit, to download course material available on the learning management system (iLearn) and to complete assessment tasks.  |
| <b>Technology Used and Required:</b>      | Please refer to iLearn.   |
| <b>Delivery Format and Other Details:</b> | <p><b>Classes</b></p> <ul style="list-style-type: none"> <li>• This unit includes 13 weekly seminars and a number of activities as detailed in this unit guide.</li> <li>• 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></li> <li>• Seminar attendance for this unit is compulsory.</li> <li>• Students are required to get involved in seminar discussion.</li> </ul> <p>Seminars may be offered either face-to-face or online via Zoom (refer to eStudent for class availability). However, please do not attend face-to-face tutorials if you feel unwell. Instead, please attend the online alternative, making yourself known to the seminar leader. If you are unable to attend an online seminar, please contact your seminar leader. You will not be penalised for ensuring other students and staff are safe. Teaching staff will also ensure they do not attend classes when feeling unwell, so class arrangements may change at short notice on health and/or safety grounds. Please monitor iLearn regularly, and before attending any face-to-face classes, to check for any changes or updates to face-to-face classes.</p> |
| <b>Recommended Readings:</b>              | <p>Additional materials will be provided at the beginning of the unit and under each of the weekly headings in iLearn. Students must read the relevant materials before coming to class and in completing the assessment tasks as well as undertake their own further research. Direction will be provided by the unit convenor on additional research materials.</p>   |
| <b>Other Course Materials:</b>            | Please refer to iLearn.   |

## Unit Schedule

| Week | Topic |
|------|-------|
|      |       |

|   |  |
|---|--|
| 1 | Strategy, leadership and culture           |
| 2 | The external environment                   |
| 3 | Strategic capability                       |
| 4 | Competitive advantage and strategic choice |
| 5 | Financial analysis I                       |
| 6 | Financial analysis II                      |
| 7 | Application of IT                          |

|    |  |
|----|--|
| 8  | E-business                               |
| 9  | Enabling success and strategic change I  |
| 10 | Enabling success and strategic change II |
| 11 | Process redesign                         |
| 12 | Project management                       |
| 13 | Revision                                 |

## 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](#)
- [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) (<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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.