



# MMBA8055

## Business Strategy

Term 3, Online-scheduled-weekday 2023

*Department of Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Miles Yang

[miles.yang@mq.edu.au](mailto:miles.yang@mq.edu.au)

Credit points

10

Prerequisites

(Admission to MBA or GradCertBusAdmin or GradDipBusAdmin 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 Assessment Submission Penalty (written 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.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assessment 1: Strategy presentation</u>	40%	No	Week 6 (in class presentation)
<u>Assessment 2: Strategy report</u>	20%	No	Week 7 (Friday, 23:59pm)
<u>Assessment 3: Strategy perspectives</u>	40%	No	Week 10 (Friday, 23:59pm)

### Assessment 1: Strategy presentation

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

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 6 (in class presentation)**

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

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 7 (Friday, 23:59pm)**

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 <sup>1</sup>: Qualitative analysis task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 10 (Friday, 23:59pm)**

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.

<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>	Whittington, R., Regner, P., Angwin, D., Johnson, G., and Scholes, K. (2020). Exploring strategy. Text and Cases. 12th edition. Harlow, UK: Pearson Education Limited. ISBN: 978-1-292-28245-9
<b>Unit Web Page</b>	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>
<b>Technology Used and Required</b>	Students are required to have access to a personal computer and familiarise themselves with iLearn ( <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a> ).  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.
<b>Delivery Format and Other Details</b>	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>
<b>Recommended readings</b>	Recommended readings are provided via Leganto on the <a href="#">iLearn</a> Unit page
<b>Inherent Requirements</b>	None

## 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](http://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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## 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.