ACCG8143
Strategic Business Leader II
Session 1, In person-scheduled-weekday, North Ryde 2024

Department of Accounting and Corporate Governance

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General Information

Unit convenor and teaching staff
Charlene Chen
charlene.chen@mq.edu.au

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 (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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Final Examination</strong></td>
<td>60%</td>
<td>No</td>
<td>University Examination Period (3 - 21 June 2024)</td>
</tr>
<tr>
<td>Assessed coursework</td>
<td>20%</td>
<td>No</td>
<td>Weekly</td>
</tr>
<tr>
<td><strong>Written Assignment</strong></td>
<td>20%</td>
<td>No</td>
<td>29 May 2024</td>
</tr>
</tbody>
</table>

### Final Examination

**Assessment Type** 1: Examination  
**Indicative Time on Task** 2: 20 hours  
**Due:** University Examination Period (3 - 21 June 2024)  
**Weighting:** 60%

A two-hour examination will be held during the University Examination period.

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

Assessed coursework
Assessment Type 1: Participatory task
Indicative Time on Task 2: 49 hours
Due: Weekly
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 1: Case study/analysis
Indicative Time on Task 2: 20 hours
Due: 29 May 2024
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 1500 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

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: The required textbooks for this unit, available in both hardcopy and eBook formats from BPP Learning Media, are as follows:

- ACCA Strategic Business Leader Workbook Sept 2023 to June 2024
- ACCA Strategic Business Leader Practice & Revision Kit Sept 2023 to June 2024

Recommended Readings: Supplementary materials will be listed under each weekly section on iLearn. It is essential for students to review the designated materials prior to attending classes and completing assessment tasks. Additionally, students are encouraged to conduct independent research to enhance their understanding of the subject matter. The unit convenor will provide guidance on additional learning resources.

Delivery:

- This unit consists of 13 weekly seminars.
- The class schedule can be accessed on the University website at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)
- Attendance at seminars is expected for all students.
- Active participation in seminar discussions is expected from students.

Please refer to iLearn for additional information and resources.

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Starting from Monday</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>19 Feb 2024</td>
<td>Strategy, leadership and culture</td>
</tr>
<tr>
<td>2</td>
<td>26 Feb 2024</td>
<td>The external environment</td>
</tr>
<tr>
<td>3</td>
<td>4 Mar 2024</td>
<td>Strategic capability</td>
</tr>
<tr>
<td>4</td>
<td>11 Mar 2024</td>
<td>Competitive advantage and strategic choice</td>
</tr>
<tr>
<td>5</td>
<td>18 Mar 2024</td>
<td>Financial analysis I</td>
</tr>
<tr>
<td>6</td>
<td>25 Mar 2024</td>
<td>Financial analysis II</td>
</tr>
<tr>
<td>7</td>
<td>1 Apr 2024</td>
<td>Application of IT</td>
</tr>
<tr>
<td>8</td>
<td>8 Apr 2024</td>
<td>E-business</td>
</tr>
<tr>
<td></td>
<td>Mid-session break (Recess)</td>
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</tbody>
</table>
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 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/.

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.

Unit information based on version 2024.01R of the Handbook.