



# MGMT3050

## Strategic Management

Session 2, Online-scheduled-weekday 2024

*Department of Management*

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#### **Disclaimer**

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## General Information

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| Unit convenor and teaching staff<br>Brett White<br><a href="mailto:brett.white@mq.edu.au">brett.white@mq.edu.au</a>   |
| Credit points<br>10   |
| Prerequisites<br>120cp at 1000 level or above   |
| Corequisites  |
| Co-badged status  |
| Unit description<br>This unit enables students to understand and analyse the powerful discourse of strategic management, drawing upon research across the fields of management, organisation studies, and strategy to examine the discipline. Strategic management is addressed in terms of its economic, social, political, and ethical effects in today's organisational world. Specifically, the unit aims to develop a capacity to think strategically about an organisation and its macro environment, industry environment, and competitive position. |

## 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 assess the nature of strategic management concepts and theories.

**ULO2:** Identify and analyse strategic issues in a management context.

**ULO3:** Apply tools of strategic management to address contemporary management issues and challenges.

## General Assessment Information

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 apply for [Special Consideration](#).

## Assessment Tasks

| Name                                   | Weighting | Hurdle | Due            |
|--|-----------|--------|----------------|
| <a href="#">Individual Report 1</a>    | 30%       | No     | Week 5         |
| <a href="#">Individual Report 2</a>    | 40%       | No     | Week 9         |
| <a href="#">Active engagement task</a> | 30%       | No     | Week 2 Onwards |

### Individual Report 1

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

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

Due: **Week 5**

Weighting: **30%**

An individual report of up to 1,500 words, worth 30%.

On successful completion you will be able to:

- Identify and analyse strategic issues in a management context.
- Apply tools of strategic management to address contemporary management issues and challenges.

### Individual Report 2

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

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 9**

Weighting: **40%**

An individual report of up to 2,000 words, worth 40%.

On successful completion you will be able to:

- Critically assess the nature of strategic management concepts and theories.

- Identify and analyse strategic issues in a management context.

## Active engagement task

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

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

Due: **Week 2 Onwards**

Weighting: **30%**

This task is split in two: a) working in groups during tutorials, students will prepare and present slides on a case study. This task is worth 20%. b) Individual participation throughout the unit will be graded and is worth 10%.

On successful completion you will be able to:

- Critically assess the nature of strategic management concepts and theories.
- Apply tools of strategic management to address contemporary management issues and challenges.

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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

Please see iLearn for Delivery and Resources

## Unit Schedule

Please see iLearn for Delivery and Resources

## 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 [connect.mq.edu.au](https://connect.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 the [Service Connect Portal](#), 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.

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Unit information based on version 2024.04 of the [Handbook](#)