MGMT3050
Strategic Management
Session 1, Online-scheduled-weekday 2024
Department of Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Brett White
brett.white@mq.edu.au
by appointment

Credit points
10

Prerequisites
120cp at 1000 level or above

Corequisites

Co-badged status

Unit description
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Report 1</td>
<td>30%</td>
<td>No</td>
<td>Week 5</td>
</tr>
<tr>
<td>Individual Report 2</td>
<td>40%</td>
<td>No</td>
<td>Week 9</td>
</tr>
<tr>
<td>Active engagement task</td>
<td>30%</td>
<td>No</td>
<td>In class</td>
</tr>
</tbody>
</table>

#### Individual Report 1
Assessment Type: Report
Indicative Time on Task: 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: Report
Indicative Time on Task: 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: Case study/analysis
Indicative Time on Task: 15 hours
Due: In class
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.

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 see iLearn for Delivery and Resources

Unit Schedule

Please see iLearn for Unit Schedule

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policie.s.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:
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](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/](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**
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 2024.04 of the Handbook