MMBA8055
Business Strategy
Term 1, Online-scheduled-weekday 2024

Department of Management

Contents

General Information  2
Learning Outcomes  2
General Assessment Information  3
Assessment Tasks  3
Delivery and Resources  5
Policies and Procedures  0

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General Information

Unit convenor and teaching staff
Steve Jaynes
steve.jaynes@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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment 1: Strategy presentation</td>
<td>40%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Assessment 2: Strategy report</td>
<td>20%</td>
<td>No</td>
<td>Week 10</td>
</tr>
<tr>
<td>Assessment 3: Strategy perspectives</td>
<td>40%</td>
<td>No</td>
<td>Week 11</td>
</tr>
</tbody>
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Assessment 1: Strategy presentation

Assessment Type: Case study/analysis
Indicative Time on Task: 30 hours
Due: Week 8
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 1: Case study/analysis
Indicative Time on Task 2: 15 hours
Due: Week 10
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 1: Qualitative analysis task
Indicative Time on Task 2: 30 hours
Due: Week 11
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.

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**

TBA

Unit information based on version 2024.03 of the **Handbook**