



MMBA8055

Business Strategy: Utilising Multi-Level Frameworks for Business Success

Term 1, In person-scheduled-weekday, City 2025

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Policies and Procedures</u>	5
<u>Changes since First Published</u>	7

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Erik Lundmark

erik.lundmark@mq.edu.au

Credit points

10

Prerequisites

Admission to MBA or GradCertBusAdmin or GradDipBusAdmin or GradDipMgt or GradCertMgt or MEngMgt

Corequisites

Co-badged status

Unit description

Business Strategy develops your capacity to think strategically about an organisation, its macro environment, industry, and competitive position. Through a blend of theoretical frameworks and their practical applications, you will develop individual and team skills for conducting strategic analyses across diverse industry contexts. You will learn how industry dynamics and environmental change affect organisations and how to act strategically to create a fit that sets your organisation apart from others. While you will discover a range of strategic models and tools, ultimately, the unit aims to develop a strategic mindset based on understanding organisations, their stakeholders and broader environments from various perspectives.

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 application 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: 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 apply for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Assessment 2: Strategy report	20%	No	Week 9
Assessment 1: Strategy presentation	40%	No	Week 7
Assessment 3: Strategy perspectives	40%	No	Week 10

Assessment 2: Strategy report

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 15 hours

Due: **Week 9**

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 application 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.

- 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 1: Strategy presentation

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **Week 7**

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 application 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.
- Recommend and communicate an optimal strategic direction and its implementation in a variety of organisational contexts.

Assessment 3: Strategy perspectives

Assessment Type ¹: Qualitative analysis task

Indicative Time on Task ²: 30 hours

Due: **Week 10**

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 application 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

See iLearn.

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> 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 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/.

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.

Changes since First Published

Date	Description
16/12/2024	Due dates have changed due to revised school level procedures.

Unit information based on version 2025.05 of the [Handbook](#)