



# ACCG8143

## Strategic Business Leader II

Session 1, In person-scheduled-weekday, North Ryde 2025

*Department of Accounting and Corporate Governance*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>General Assessment Information</u></a>	3
<a href="#"><u>Assessment Tasks</u></a>	4
<a href="#"><u>Delivery and Resources</u></a>	7
<a href="#"><u>Unit Schedule</u></a>	7
<a href="#"><u>Policies and Procedures</u></a>	8

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## General Information

Unit convenor and teaching staff

Jeffrey Wong

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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

### Leading business strategically

Assessment Type <sup>1</sup>: Practice-based task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: Weekly

Weighting: 25%

The purpose of this assessment is for you to demonstrate understanding of the material covered.

You will submit a written response to the material covered in the seminars.

Skills in focus:

- Problem solving
- Critical thinking

Deliverable: Individual assessment

### Qualitative Analysis

Assessment Type <sup>1</sup>: Qualitative analysis task

Indicative Time on Task <sup>2</sup>: 20 hours

Due: Week 12

Weighting: 25%

The purpose of this assessment is for you to apply business analysis and strategic management concepts in the real world.

You will prepare an essay integrating theoretical knowledge and practical application.

Skills in focus:

- Communication
- Critical thinking

Deliverable: Individual assessment

## Final Examination

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

Indicative Time on Task <sup>2</sup>: 30 hours

Due: University Examination Period

Weighting: 50%

The purpose of this assessment is for you to demonstrate the expertise they have gained in becoming a Strategic Business Leader. You will participate in a 2-hour exam held during the University Examination period. Important information about the exam will be made available on the unit iLearn page. You should also review the [MQ Exams website](#) for general tips.

Deliverable: Formal exam Individual assessment

<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

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Skills development: Leading business strategically</a>	25%	No	Weekly
<a href="#">Skills development: Qualitative Analysis</a>	25%	No	Week 12
<a href="#">Formal and observed learning: Exam</a>	50%	No	Final Exam Period

### Skills development: Leading business strategically

Assessment Type <sup>1</sup>: Practice-based task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Weekly**

Weighting: **25%**

The purpose of this assessment is for you to demonstrate understanding of the material covered.

You will submit a written response to the material covered in the seminars. **Skills in focus:** - Problem solving - Critical thinking **Deliverable:** Written submission Individual assessment

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

## Skills development: Qualitative Analysis

Assessment Type <sup>1</sup>: Qualitative analysis task

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 12**

Weighting: **25%**

The purpose of this assessment is for you to apply business analysis and strategic management concepts in the real world. You will prepare an essay integrating theoretical knowledge and practical application. **Skills in focus:** - Communication - Critical thinking **Deliverable:** Written submission Individual assessment

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

## Formal and observed learning: Exam

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

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Final Exam Period**

Weighting: **50%**

The purpose of this assessment is for you to demonstrate the expertise they have gained in becoming a Strategic Business Leader. You will participate in a 2-hour exam held during the University Examination period. Important information about the exam will be made available on the unit iLearn page. You should also review the [MQ Exams website](#) for general tips.

**Deliverable:** Formal exam Individual assessment

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

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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

Required Text:	<p>The required textbooks for this unit, available in both hardcopy and eBook formats from BPP Learning Media, are as follows:</p> <ul style="list-style-type: none"> <li>• ACCA Strategic Business Leader Workbook Sept 2024 to June 2025</li> <li>• ACCA Strategic Business Leader Practice &amp; Revision Kit Sept 2024 to June 2025</li> </ul>
Recommended Readings:	<p>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.</p>
Delivery:	<ul style="list-style-type: none"> <li>• This unit consists of 13 weekly seminars.</li> <li>• The class schedule can be accessed on the University website at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li> <li>• Attendance at seminars is expected for all students.</li> <li>• Active participation in seminar discussions is expected from students.</li> </ul>
<p>Please refer to iLearn for additional information and resources.</p>	

## Unit Schedule

Week	Topic
1	Strategy, leadership and culture
2	The external environment
3	Strategic capability
4	Competitive advantage and strategic choice
5	Financial analysis I
6	Financial analysis II
7	Application of IT
8	E-business
Mid-session break (Recess)	
9	Enabling success and strategic change I
10	Enabling success and strategic change II
11	Process redesign
12	Project management
13	Revision

## 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/>



## Academic Success

[Academic Success](#) 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 2025.03 of the [Handbook](#)