



# ACCG8228

## CA - Strategy, Performance and Financial Modelling

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

*Department of Accounting and Corporate Governance*

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## General Information

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Credit points

10

Prerequisites

Admission to MProfAccg and (ACCG6011 and ACCG6014 and ACST6003 and ECON6049)

Corequisites

Co-badged status

Unit description

In this unit, students will combine their technical and professional expertise with practical financial modelling approaches, enabling you to contribute to solving business problems and making business decisions. Students will explore best practice financial modelling principles and develop the skills and knowledge to prepare robust, flexible and transparent financial models.

In addition, students will be able to contribute and add value to strategy development process through the application of business acumen and financial skills, providing key insights to evaluate, adapt and design organisational strategy. Students will also create measurement frameworks that monitor strategic performance on an ongoing basis and develop the skills required to present strategy in ways that influence decision making and gain stakeholder support.

## 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 technical and professional expertise to analyse how financial modelling can contribute to business decisions.

**ULO2:** Analyse and critically evaluate existing financial models to determine their ability to produce a desired or intended result.

**ULO3:** Apply best practice financial modelling principles and professional judgement when designing and developing financial models

**ULO4:** Advise on the development of strategy to enhance stakeholder value in changing environments.

**ULO5:** Critically review and adopt an organisation's existing strategy to take advantage of opportunities for improvement and create a measurement framework to monitor an organisation's strategic performance.

**ULO6:** Effectively communicate recommendations to key stakeholders to support strategic proposals.

## General Assessment Information

### Unit Description

In this unit, students will combine their technical and professional expertise with practical financial modelling approaches, enabling you to contribute to solving business problems and making business decisions. Students will explore best-practice financial modelling principles and develop the skills and knowledge to prepare robust, flexible, and transparent financial models.

In addition, students will be able to contribute and add value to the strategy development process through the application of business acumen and financial skills, providing key insights to evaluate, adapt, and design organisational strategy. Students will also create measurement frameworks that monitor strategic performance on an ongoing basis and develop the skills required to present strategy in ways that influence decision-making and gain stakeholder support.

### Pre-requisites

Admission to MProfAccg and (ACCG6011 and ACCG6014 and ACST6003 and ECON6049)

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Professional practice: Business Evaluation</u>	30%	No	Week 7
<u>Skills development: Financial Modelling</u>	30%	No	Week 12
<u>Formal and Observed Learning: Class Test</u>	40%	No	Week 13

### Professional practice: Business Evaluation

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

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

Due: **Week 7**

Weighting: **30%**

The purpose of this assessment is for you to develop expertise in evaluating businesses using strategic frameworks.

You will analyse and investigate key aspects, including the customer profile, value map, the environment and capabilities assessment and the business model canvas.

Skills in focus:

- Problem solving
- Analytical skills
- Critical thinking

Deliverable: Report (max 1750 words) Individual and Group assessment

On successful completion you will be able to:

- Advise on the development of strategy to enhance stakeholder value in changing environments.
- Critically review and adopt an organisation's existing strategy to take advantage of opportunities for improvement and create a measurement framework to monitor an organisation's strategic performance.
- Effectively communicate recommendations to key stakeholders to support strategic proposals.

## Skills development: Financial Modelling

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

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

Due: **Week 12**

Weighting: **30%**

The purpose of this assessment is for you to develop expertise in financial modelling techniques to assess organisations.

You will apply financial modelling techniques to analyse the current state of an organisation and conduct a quantitative analysis of a strategic opportunity for the business.

Skills in focus:

- Problem solving
- Analytical skills
- Critical thinking

Deliverable: Report (max 1500 words) Individual and Group assessment

On successful completion you will be able to:

- Apply technical and professional expertise to analyse how financial modelling can contribute to business decisions.
- Analyse and critically evaluate existing financial models to determine their ability to produce a desired or intended result.
- Apply best practice financial modelling principles and professional judgement when designing and developing financial models
- Effectively communicate recommendations to key stakeholders to support strategic proposals.

## Formal and Observed Learning: Class Test

Assessment Type <sup>1</sup>: Quiz/Test

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

Due: **Week 13**

Weighting: **40%**

The purpose of this assessment is for you to demonstrate the expertise you have gained in the unit. You will participate in a 2-hour class test in Week 13. Important information about the class test will be made available on the unit iLearn page. You should also review the MQ Exams

website for general tips: <https://students.mq.edu.au/study/assessment-exams/exams>

Deliverable: Class Test Individual assessment

On successful completion you will be able to:

- Apply technical and professional expertise to analyse how financial modelling can contribute to business decisions.
- Analyse and critically evaluate existing financial models to determine their ability to produce a desired or intended result.
- Apply best practice financial modelling principles and professional judgement when designing and developing financial models
- Advise on the development of strategy to enhance stakeholder value in changing environments.
- Critically review and adopt an organisation's existing strategy to take advantage of opportunities for improvement and create a measurement framework to monitor an organisation's strategic performance.

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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

### Unit delivery and learning resources

Students are required to attend a weekly seminar, commencing in Week 1. There are also online learning resources that students are required to engage with to complement the weekly seminar.

Seminars are interactive and are designed to facilitate further discussion of concepts covered in online learning resources and their application to practical cases.

The timetable for classes can be found on the University website at: <https://publish.mq.edu.au/>

Changes to student timetables may only be made through eStudent.

### Required and Recommended Texts and/or Materials

Each week the required readings will be made available on iLearn.

### Technology Used and Required

Students will need access to a personal computer and the internet to review and complete online learning activities, including videos, slide decks, podcasts, additional readings, assessment details and notices from the unit iLearn site, as well as to complete and make submissions for the assessment tasks in this Unit.

We will also be making use of Generative Artificial Intelligence Technologies (GAIT) such as ChatGPT, so familiarity with these technologies will be useful. A paid subscription to a particular GAIT service provider is not required.

Further information on any specific technology requirements will be made available on the unit iLearn site.

The unit iLearn can be found at: <http://iLearn.mq.edu.au>.

You are strongly encouraged to regularly visit the website to check for important announcements and use it as a resource to enhance your learning experience.

### What is required to complete this unit satisfactorily

In addition to the requirements outlined in the Unit Assessment Guide available on iLearn, students are required to achieve an overall pass for the unit to achieve a passing grade in this unit, students are expected to be independent learners who assume personal responsibility for their learning and take a pro-active approach to addressing any deficiencies in their understanding of the course material through independent research and inquiry and consultations with peers and instructors as appropriate.

## Unit Schedule

Wk	Starting	Topics
1	24-Feb	Introduction
2	3-Mar	Strategy design
3	10-Mar	The Business Model Canvas
4	17-Mar	Evaluating strategy
5	24-Mar	Monitoring and measuring strategy
6	31-Mar	Presenting strategy
7	7-Apr	Introduction to financial modelling <b>Assignment 1 due</b>
	14-Apr	MID-SESSION BREAK
8	28-Apr	Financial modelling principles
9	5-May	Financial modelling practices 1
10	12-May	Financial modelling practices 2

11	19-May	Financial model reviews
12	26-May	The future of financial modelling <b>Assignment 2 due</b>
13	2-Jun	<b>Class test</b>

## 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 an](#)



[d 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.

## Changes from Previous Offering

In 2024 ACCG 8228 was run jointly by Macquarie University and CAANZ. In 2025 it is run solely by Macquarie University. Learning materials and assessment tasks have been updated as a result of this change.

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Unit information based on version 2025.03 of the [Handbook](#)