



MGMT3050

Strategic Management

Session 1, Online-scheduled-weekday 2025

Department of Management

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General Information

Unit convenor and teaching staff Steve Jaynes steve.jaynes@mq.edu.au
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: Demonstrate a sound knowledge of the perspectives, concepts and tools of business strategy.

ULO2: Apply the concepts and tools of business strategy to a variety of organisational contexts.

ULO3: Individually and in teams develop and communicate an optimal strategic direction and its implementation for an organisation.

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

Name	Weighting	Hurdle	Due
<u>Skills development: Managing strategically</u>	20%	No	8 June
<u>Skills development: Strategy in practice</u>	40%	No	25 May
<u>Professional practice: Managing strategically</u>	40%	No	Weeks 7, 8, or 9 in tutorial

Skills development: Managing strategically

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 15 hours

Due: **8 June**

Weighting: **20%**

The purpose of this assessment is for you to purposefully reflect on your engagement and contributions in tutorials and gain deeper insights into the practical application of strategy. You will critically evaluate your contributions during tutorial discussions and activities, identifying key lessons and insights about the practice of strategy and how these have informed your understanding of the subject. Skills in focus: Self-Reflection Analytical Thinking Application of Strategic Concepts Written Communication Deliverable: Reflective essay [max. 1,000 words] Individual assessment

On successful completion you will be able to:

- Demonstrate a sound knowledge of the perspectives, concepts and tools of business strategy.
- Apply the concepts and tools of business strategy to a variety of organisational contexts.

Skills development: Strategy in practice

Assessment Type ¹: Qualitative analysis task

Indicative Time on Task ²: 25 hours

Due: **25 May**

Weighting: **40%**

The purpose of this assessment is to enhance your ability to critically evaluate the practice of strategy by applying and contrasting different theoretical perspectives. You will analyse and compare varying approaches to strategic management, demonstrating your understanding of how these perspectives influence the practice and outcomes of strategy in organizational contexts. Skills in focus: Critical Thinking Comparative Analysis Application of Strategic Theories Written Communication Deliverable: Essay [max. 2,000 words] Individual assessment

On successful completion you will be able to:

- Demonstrate a sound knowledge of the perspectives, concepts and tools of business strategy.

Professional practice: Managing strategically

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **Weeks 7, 8, or 9 in tutorial**

Weighting: **40%**

The purpose of this assessment is to develop your ability to apply Strategic Management theories and concepts to real-world scenarios, enhancing your analytical, problem-solving, and presentation skills. You will work in teams to analyse a case study, applying relevant Strategic Management models and empirical evidence to demonstrate your understanding and propose strategic solutions in a clear and engaging presentation. Skills in focus: Application of Strategic Management Concepts Analytical Thinking Problem-Solving Communication and Presentation Skills Deliverable: Presentation Individual and group assessment

On successful completion you will be able to:

- Apply the concepts and tools of business strategy to a variety of organisational contexts.
- Individually and in teams develop and communicate an optimal strategic direction and its implementation for an organisation.

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 check the unit site on 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/>

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/.

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 2025.02 of the [Handbook](#)