



MGMT3060

PACE: Business Project

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor/ Lecturer

Deborah Howlett

deborah.howlett@mq.edu.au

Contact via email

Bldg 4ER Room 614

Organise via email

Credit points

10

Prerequisites

130cp at 1000 level or above

Corequisites

MGMT3906 or MGMT3017 or MGMT3050 or MGMT3000 or BUSA3015

Co-badged status

Unit description

This course-wide Capstone unit is designed to be taken by students in their final session of study within the Bachelor of Business Administration. The unit provides a platform for students to exercise the discipline specific knowledge and skills that they have acquired within the course. The major component of the unit is a business-based team project, where students will actively engage with an organisation including but not limited to: not-for profit organisations, government agencies, companies, and industry partners. Group work engages students in the challenges of interpersonal communication, task allocation, coordination and control. Students will gain an insight into organisations and the challenges set (e.g., mergers and acquisitions, business diversification) and be able to contextualise their graduate capabilities into the final business project. Visit [Employability Connect](#) for important information on this unit.

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: Analyse contemporary issues for businesses and recommend strategic solutions

ULO2: Assess and communicate corporate strategic issues in a contemporary setting.

ULO3: Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group.

General Assessment Information

Late Assessment Submission Penalty (written assessments):

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

- *Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.*
- *Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.*

Extensions:

- Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.
- Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Strategic management in practice	30%	No	04/11/2026	Group	No	Open AI
Professional practice: Strategic analysis	30%	No	Weeks 5- 9 in tutorial	Individual	No	Observed
Professional practice: Persuasive communication	40%	No	Weeks 11 and 12 In tutorials	Individual	No	Observed

Professional practice: Strategic management in practice

Assessment Type ¹: Professional task

Indicative Time on Task ²: 25 hours

Due: **04/11/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is to develop your ability to apply strategic management theories and frameworks to real-world business challenges in a collaborative, professional context.

You will work in a group to analyse an industry partner's strategic challenges, identify key issues, and produce a written report that offers actionable, evidence-based recommendations grounded in business strategy research.

Skills in focus:

- Work readiness
- Communication skills
- Collaboration skills
- Discipline knowledge

Deliverable(s): Written report [max 5000 words]

Group assessment

On successful completion you will be able to:

- Analyse contemporary issues for businesses and recommend strategic solutions
- Assess and communicate corporate strategic issues in a contemporary setting.
- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group.

Professional practice: Strategic analysis

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 15 hours

Due: **Weeks 5- 9 in tutorial**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to develop your ability to conduct and communicate both primary and secondary research that deepens your understanding of an industry partner's operating environment and informs strategic decision-making.

You will present research findings on selected topics relevant to your industry partner, drawing on both primary and secondary data to identify strategic implications for the business.

Skills in focus:

- Communication skills
- Discipline knowledge
- Work readiness

Deliverable(s): Presentation (6min) with accompanying slides, without notes.

Individual assessment

On successful completion you will be able to:

- Assess and communicate corporate strategic issues in a contemporary setting.

Professional practice: Persuasive communication

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 23 hours

Due: **Weeks 11 and 12 In tutorials**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to develop your ability to communicate strategic insights and recommendations effectively in a professional context, based on your engagement with a real-world industry partner.

You will research your industry partner's strategic business challenge, present your findings and proposed recommendations in class, and use the feedback received to refine your final consulting report.

Skills in focus:

- Communication skills
- Collaboration skills
- Discipline knowledge
- Work readiness

Deliverable(s): Presentation (20 min max) with accompanying slides.

Individual assessment

On successful completion you will be able to:

- Analyse contemporary issues for businesses and recommend strategic solutions
- Assess and communicate corporate strategic issues in a contemporary setting.
- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

See ilearn for details

Unit Schedule

See ilearn for specific details

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.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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

No change from Previous semester/offering

Unit information based on version 2026.03 of the [Handbook](#)