



MGMT3050

Strategic Management

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

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)

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: Managing strategically	40%	No	Weeks 7 to 9 in-class	Individual and Group	No	Observed
Skills development: Strategy in practice	40%	No	25/10/2026	Individual	Yes	Open AI
Skills development: Managing strategically	20%	No	08/11/2026	Individual	Yes	Open AI

Professional practice: Managing strategically

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **Weeks 7 to 9 in-class**

Weighting: **40%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Observed

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:

- Critical thinking and problem solving
- Communication skills
- Collaboration skills
- Work readiness
- Discipline knowledge

Deliverable(s): Presentation (20 mins per group) 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.

Skills development: Strategy in practice

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 25 hours

Due: **25/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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 and problem solving
- Communication skills
- Discipline knowledge
- Work readiness

Deliverable(s): Essay [max 2000 words] Individual assessment

On successful completion you will be able to:

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

Skills development: Managing strategically

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 15 hours

Due: **08/11/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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:

- Critical thinking and problem solving
- Communication skills
- Discipline knowledge

Deliverable(s): Reflective essay [max 1000 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.

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 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.

- [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.

Unit information based on version 2026.02 of the **Handbook**