



MGMT8012

Managing Strategically

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

Department of Management

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General Information

Unit convenor and teaching staff Miles Yang miles.yang@mq.edu.au
Credit points 10
Prerequisites (Admission to MCom or MMgmt or MEngMgmt) or MGMT6051 or MKTG6096
Corequisites
Co-badged status
Unit description The purpose of this unit is to help students develop their own point of view on the formulation and implementation of strategy. Students will study how to think and act like strategic managers and leaders within an organisation. The unit is concerned with the many managerial plans and actions involved in organisations' quest to gain and sustain competitive advantage, how they might stay "in fit" with ever-changing environments, and how they manage strategic change. The unit draws from a range of different disciplines, bringing together much of the concepts/ideas/subjects that form the basis of a business degree.

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 and explain the nature and scope of the strategic management process and how strategy is dependent on leadership, stakeholders and group processes.

ULO2: Critically evaluate an organisation and its strategy in terms of congruence, resources and strategic fit.

ULO3: Apply key strategic management tools and models to synthesise complex problems in strategic management.

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
Skills development: Applying theory to practice	30%	No	11/09/2026	Individual	Yes	Open AI
Professional practice: Persuasive communication	30%	No	Weeks 9, 10, and 11	Group	No	Observed
Formal examination	40%	No	Exam Period	Individual	No	Observed

Skills development: Applying theory to practice

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 10 hours

Due: **11/09/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to demonstrate your understanding of course concepts.

You will draw on scholarly literature to critically analyse and construct a well-reasoned, in-depth response to an allocated case study.

Skills in focus:

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

Deliverable(s): Written report [max 1000 words]

Individual assessment

On successful completion you will be able to:

- Critically evaluate an organisation and its strategy in terms of congruence, resources and strategic fit.
- Apply key strategic management tools and models to synthesise complex problems in strategic management.

Professional practice: Persuasive communication

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **Weeks 9, 10, and 11**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to develop your ability to apply strategic frameworks, theories and concepts to real-world scenarios.

You will work in a team to analyse a case study, applying relevant strategic frameworks, models, and empirical evidence to demonstrate your understanding and propose strategic solutions in a clear and engaging presentation.

Skills in focus:

- Work readiness
- Critical thinking and problem solving
- Communication skills

Deliverable(s): Presentation (30 mins max, incl. Q&A time) with accompanying PowerPoint slides and speaker notes.

Group assessment

On successful completion you will be able to:

- Analyse and explain the nature and scope of the strategic management process and how strategy is dependent on leadership, stakeholders and group processes.
- Apply key strategic management tools and models to synthesise complex problems in strategic management.

Formal examination

Assessment Type ¹: Examination

Indicative Time on Task ²: 30 hours

Due: **Exam Period**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to formally demonstrate the expertise you have gained in this unit.

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(s): Formal exam

Individual assessment

On successful completion you will be able to:

- Analyse and explain the nature and scope of the strategic management process and how strategy is dependent on leadership, stakeholders and group processes.
- Critically evaluate an organisation and its strategy in terms of congruence, resources and strategic fit.
- Apply key strategic management tools and models to synthesise complex problems in strategic management.

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

Please see iLearn for details.

Unit Schedule

Please see iLearn for 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.

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