



# ACCG943

## Business Analysis

S2 Day 2018

*Dept of Accounting & Corporate Governance*

## Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	8
<u>Changes from Previous Offering</u>	10

### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

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4ER Level 2

Refer to iLearn

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Credit points

4

Prerequisites

ACCG926

Corequisites

ACCG941

Co-badged status

Unit description

This unit examines the external forces (behaviour of customers, initiatives of competitors, emergence of new laws and regulations) that shape the environment of an organisation. The unit is also concerned with the internal ambitions and concerns (desire for growth, design of processes, competency of employees, financial resources) that exist within an organisation. Specifically, the unit considers the factors relevant in establishing the strategic position of a business in the present and as predicted in the future using relevant forecasting techniques. It is primarily concerned with the impact of the external environment on a business, its internal capabilities and expectations, and how the organisation positions itself subject to these constraints.

## 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:

- Assess the role of leadership in delivering and developing strategy
- Evaluate strategic options and making strategic choices
- Assess and advise on the strategic aspects of Technology and Data Analytics
- Assess and advise on the strategic aspects of Innovation, Performance Excellence and Change Management
- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

## Assessment Tasks

Name	Weighting	Hurdle	Due
Assessed Coursework	15%	No	Throughout
Class Test	15%	No	Week 8
Assignment	20%	No	Week 11
Final Examination	50%	No	University Examination Period

### Assessed Coursework

Due: **Throughout**

Weighting: **15%**

Homework exercises form a critical part in the study process, as they serve to reinforce concepts that are covered in class or online. Students have often failed a unit as they do not follow a disciplined approach over the session. To this end, students will be required to attend seminars with their weekly homework. The teaching staff will check that these are satisfactorily attempted.

The teaching staff will collect exercises on six (6) occasions at the beginning of the class, without prior notice. Marks are awarded for the completeness and evidence that corrections are made as appropriate during class-time.

The homework component will be worth 12%, with each submission counting for 2%. The remaining 3% will be based on the quality and frequency of the student's seminar participation. Students should be prepared to engage constructively in open discussions on relevant topical issues.

On successful completion you will be able to:

- Assess the role of leadership in delivering and developing strategy

- Evaluate strategic options and making strategic choices
- Assess and advise on the strategic aspects of Innovation, Performance Excellence and Change Management
- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

## Class Test

Due: **Week 8**

Weighting: **15%**

The class test is a one hour and half diagnostic summative assessment designed to let students demonstrate the knowledge and skills they have attained in the first six sessions.

### Extensions

There are no extensions for this assessment. Students must be present in class to sit for the class test.

### Penalties

Students not attending the class test will be given a 0 grade. This penalty does not apply for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Evaluate strategic options and making strategic choices

## Assignment

Due: **Week 11**

Weighting: **20%**

The purpose of the assignment is to allow students to put concepts learnt in the unit into practice in a real life setting and allow students to demonstrate their research and writing skills on a group basis. The assignment and the arguments students develop should help them reflect on their learning and link learnt concepts to professional practice. This is a formative assessment designed to prepare students for the final exam. Further details on the Assignment are provided on the iLearn.

In addition to this 20% unit weighting, a further direct assessment on the assignment topics will be made as a part of the *Final Examination*. This assignment component in the *Final Examination* constitutes an overall 20% unit weighting.

### Extensions

No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline.

### Penalties

There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Assess and advise on the strategic aspects of Technology and Data Analytics

## Final Examination

Due: **University Examination Period**

Weighting: **50%**

The exam is a summative assessment designed to let students demonstrate the knowledge and skills students have attained in the previous three formative assessments.

A closed book two and a half hour examination for this unit will be held at a time and place to be advised on iLearn. Further details about the final exam for this unit will be available in the final week of classes and also on the unit web page (iLearn).

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances, students should consider applying for Special Consideration.

On successful completion you will be able to:

- Assess the role of leadership in delivering and developing strategy
- Evaluate strategic options and making strategic choices
- Assess and advise on the strategic aspects of Technology and Data Analytics
- Assess and advise on the strategic aspects of Innovation, Performance Excellence and Change Management
- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

## Delivery and Resources

### Classes

- This unit includes 13 weekly seminars and a number of activities as detailed in this unit guide.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Seminar attendance for this unit is compulsory.
- Students are required to get involved in seminar discussion.

**Student workload**

150 hours

Activities	Hours
Sessional seminars	39
Assessed sessional coursework (Preparation for Homework and Class Test)	18
Assignment	40
Final exam	20
Readings/self-study	33
Total	150

**Required and Recommended Texts and/or Materials****Prescribed textbooks:**

Students are required to refer to the most recent SBL Complete Text, Exam kit and Pocket notes from Kaplan Publishing. Details and pricing can be found at <http://kaplan-publishing.kaplan.co.uk/acca-books/Pages/acca>.

Additional materials will be provided at the beginning of the unit and under each of the weekly headings in ilearn.

Students must read the relevant materials before coming to class and in completing the assessment tasks as well as undertake their own further research. Direction will be provided by the Unit Convenor on additional research materials.

**Unit Web Page**

Students are required to access a computer and the internet at various times in completing this unit, to download course material available on the learning management system (ilearn) and to complete assessment tasks.

**Unit Schedule**

Week	Topic	
1	Unit introduction and concepts of strategy	
2	Strategic analysis	
3	Performance analysis	
4	Strategic choices	

Week	Topic	
5	Methods of strategic development	
6	Effective leadership and organising for success: structure and processes	
7	E-business	
8	Using IT successfully	
9	E-Marketing	
10	Project Management	
11	Financial decision making	
12	Managing strategic change	
13	Revision	

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results shown in *iLearn*, 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 [ask.mq.edu.au](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## 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.

## Graduate Capabilities

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.



This graduate capability is supported by:

## **Learning outcomes**

- Assess the role of leadership in delivering and developing strategy
- Evaluate strategic options and making strategic choices
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- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

## **Assessment tasks**

- Assessed Coursework
- Class Test
- Assignment
- Final Examination

## **PG - Critical, Analytical and Integrative Thinking**

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

## **Learning outcomes**

- Assess the role of leadership in delivering and developing strategy
- Evaluate strategic options and making strategic choices
- Assess and advise on the strategic aspects of Technology and Data Analytics
- Assess and advise on the strategic aspects of Innovation, Performance Excellence and Change Management
- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

## **Assessment tasks**

- Assessed Coursework
- Class Test
- Assignment
- Final Examination

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

- Assess the role of leadership in delivering and developing strategy
- Evaluate strategic options and making strategic choices
- Assess and advise on the strategic aspects of Technology and Data Analytics
- Assess and advise on the strategic aspects of Innovation, Performance Excellence and Change Management
- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

### Assessment tasks

- Assessed Coursework
- Class Test
- Assignment
- Final Examination

## Changes from Previous Offering

The topics and assessments have been revised to align with those of the new ACCA Strategic Business Leader curriculum's.