ACCG943

Business Analysis

S1 Evening 2018

Dept of Accounting & Corporate Governance

Contents

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General Information

Unit convenor and teaching staff
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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 strategic position and evaluate the strategic choices available to an organisation

Evaluate and redesign business processes and structures, integrate appropriate information technology solutions to implement and support the organisation's strategy taking account of customer and other major stakeholder requirements

Advise on the principles of project management to enable the implementation of aspects of the organisation's strategy with the twin objectives of managing risk and ensuring benefits realisation

Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions

Assess the role of leadership and people management in formulating and implementing business strategy

General Assessment Information

To complete this unit satisfactorily, students must attempt all components of the assessments and obtain a minimum aggregate grade of 50%.

To successfully prepare for the class tests and final examination, students are expected to follow instructions from the lecturer and solve the assigned homework.

Expected workload is not less than 10 hours per week.

LATE SUBMISSIONS

No extensions will be granted. 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 to cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

EXTENSIONS

You are expected to submit written assessment tasks by the published due date unless you have received written permission to submit your work at a later date from the Unit convenor. No extensions will be granted. This penalty does not apply to cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted. Details of how the University defines serious and unavoidable disruption to studies, and information about the processes involved, are contained in the Disruptions to Studies Policy.

Assessment Tasks

Name	Weighting	Hurdle	Due
Class participation	20%	No	Weekly

Name	Weighting	Hurdle	Due
Class Test 1	15%	No	Week 5
Class Test 2	15%	No	Week 10
Final Examination	50%	No	University Examination Period

Class participation

Due: **Weekly**
Weighting: **20%**

Individuals will be required to actively contribute to assigned class activities and discussions each week.

The total mark for class participation is split between three components: attendance, weekly quiz (or other assignments) and contributing to discussion.

On successful completion you will be able to:
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- Assess the role of leadership and people management in formulating and implementing business strategy

Class Test 1

Due: **Week 5**
Weighting: **15%**

A 1.5 hour written test will be held in class and designed to assess student's knowledge.

The marking scheme is similar to ACCA standard and the test covers previously studied topics.

On successful completion you will be able to:
- Assess the strategic position and evaluate the strategic choices available to an organisation

Class Test 2

Due: **Week 10**
Weighting: **15%**

A 1.5 hour written test will be held in class and designed to assess student's knowledge.

The marking scheme is similar to ACCA standard and the test covers previously studied topics.

On successful completion you will be able to:

- Evaluate and redesign business processes and structures, integrate appropriate information technology solutions to implement and support the organisation's strategy taking account of customer and other major stakeholder requirements

Final Examination

Due: **University Examination Period**
Weighting: **50%**

A 3 hour (plus 10 minutes reading time) written closed-book examination at ACCA standard level.

On successful completion you will be able to:

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- Evaluate and redesign business processes and structures, integrate appropriate information technology solutions to implement and support the organisation's strategy taking account of customer and other major stakeholder requirements
- Advise on the principles of project management to enable the implementation of aspects of the organisation's strategy with the twin objectives of managing risk and ensuring benefits realisation
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Delivery and Resources

CLASSES

Students are required to attend one 3 hours face-to-face seminar per week. The timetable for classes is on the University website at http://www.timetables.mq.edu.au/

REQUIRED TEXTS AND MATERIALS

The following text is available from the Co-op Bookshop:

Kaplan Publishing. ACCA P3 Complete Text Business Analysis (BA).

ISBN: 978-1-78415-817-0

Kaplan Publishing. ACCA P3 Exam Kit Business Analysis (BA)

ISBN: 978-1-78415-836-1

There will be supplemental readings and materials available on the unit website.

The following Journal is useful as an additional reference: ACCA's Student Accountant magazine.

TECHNOLOGY USED AND REQUIRED

Students are expected to have: Proficiency in Word, Excel and Powerpoint Knowledge of Macquarie University iLearn - for downloading lecture materials, etc. Knowledge of the library research databases - for accessing additional research material. Access to a personal computer to be able to access iLearn and submit completed assessment material online.

UNIT WEB PAGE

Course content is available in the learning management system (iLearn). The web page for this unit is at http://mq.edu.au/iLearn/index.htm

Unit Schedule

Week	Topic	Reading
1	The need and purpose of business analysis	Kaplan 1
2	Factors affecting the strategic position of an organisation	Kaplan 2 & 3
3	Stakeholders, governance and ethics	Kaplan 4
4	Managing strategic choices	Kaplan 5 & 6
5	Class Test 1 Strategic development	Kaplan 7
6	Organisational structure	Kaplan 8
7	Business process change	Kaplan 9
8	Information technology	Kaplan 10
9	Marketing	Kaplan 11
10	Class Test 2 Project Management I	Kaplan 12
11	Project Management II	Kaplan 13

Week	Topic	Reading
12	Financial analysis	Kaplan 14
13	Strategy and people	Kaplan 15 & 16

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). 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). 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).

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://stu

dents.mq.edu.au/support/

Learning Skills

Learning Skills (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

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.

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 strategic position and evaluate the strategic choices available to an organisation
- Evaluate and redesign business processes and structures, integrate appropriate information technology solutions to implement and support the organisation's strategy taking account of customer and other major stakeholder requirements
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- Analyse and evaluate the effectiveness of a company's strategy and the financial consequences of implementing strategic decisions
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Assessment tasks

- Class participation
- Class Test 1
- Class Test 2
- 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 strategic position and evaluate the strategic choices available to an organisation
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- Advise on the principles of project management to enable the implementation of aspects of the organisation's strategy with the twin objectives of managing risk and ensuring benefits realisation
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Assessment tasks

- Class participation
- Class Test 1
- Class Test 2
- 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 strategic position and evaluate the strategic choices available to an organisation
- Evaluate and redesign business processes and structures, integrate appropriate information technology solutions to implement and support the organisation's strategy taking account of customer and other major stakeholder requirements
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