



MGSM850

Strategic Frameworks

Term 4 Online 2019

Department of Management

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Disclaimer

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General Information

Unit convenor and teaching staff Lecturer Dr Nidthida Lin nidthida.lin@mq.edu.au
Credit points 4
Prerequisites Admission to MBA or MMgmt or PGDipMgt or GradDipMgt or GradCertMgt or MEngMgt or MSocEntre or GradCertSocEntre
Corequisites
Co-badged status
Unit description This unit analyses the theories behind, and practical applications of, strategic frameworks used to achieve sustainable competitive advantage. You will learn why organisations change their strategic direction, the importance of those changes, and the process that leads to such key decisions. Importantly, there are no “universal solutions, only differing perspectives which can help you make competitively sustainable strategic decisions.

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:

Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.

Synthesise and ethically balance a range of strategy frameworks and models in the context of international cultures, markets and industries, to improve an organisation's competitive positioning and competitive advantage.

Develop a 'triple bottom-line' approach to organisational strategy that encompasses corporate social responsibility, effective corporate governance, environmental sustainability, and ethics into business decision-making.

Apply strategy frameworks and tools in ways that create resilient and sustainable organisations to benefit a wide spectrum of relevant stakeholders.

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual case analysis	20%	No	Friday, 1 November 2019
Group presentations	30%	No	Friday, 15 November 2019
Final examination	50%	No	Exam week: 25 November - 1 December 2019

Individual case analysis

Due: **Friday, 1 November 2019**

Weighting: **20%**

Assignment Task

The individual report is your **reflection on the business management simulation** undertaken in Session 6.

After the simulation, you will prepare and submit an essay based on your reflection about the simulation experience, your individual results, and your strategic analysis of the simulation using course relevant strategic frameworks. In the report, you should briefly outline the strategic decisions you made during the business management simulation. The most important task is to do a strategic analysis of the firm's success and failures using course relevant strategic frameworks, explaining what and why strategic decisions were correct, and what you could have done differently. You need to use the theories and frameworks we have discussed in the unit as analytical tools and to support your arguments.

Business management simulation

This simulation is designed to assist you in bridging theories in strategic management to the real-world context. In this simulation, you will be presented with challenges and opportunities associated with making strategic decisions under uncertain and highly-constraining real world conditions.

Simulation foreground readings will be provided to students closer to date. Students will be advised via the iLearn announcement.

Your role in the simulation

Your role in the business management simulation is to play the role of a senior manager and make strategic decisions in the business management simulation. Strategic decision-making involves the process of identifying company's problems, opportunities and/or threats and

resolving them accordingly. More details of the business management simulation will be available via iLearn closer to date.

Length of the Report

1200 words with 11 pt font and 1.5 spacing. You will be penalised 5 marks for every extra 100 words.

Submission

Students are expected to submit a soft-copy of the assessment on or before the due date listed above. The soft-copy submission will be submitted to Turnitin via the MGSM iLearn portal, a program used to ensure the originality of the work undertaken by the submitter.

Extensions and penalties:

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 for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.
- Synthesise and ethically balance a range of strategy frameworks and models in the context of international cultures, markets and industries, to improve an organisation's competitive positioning and competitive advantage.
- Apply strategy frameworks and tools in ways that create resilient and sustainable organisations to benefit a wide spectrum of relevant stakeholders.

Group presentations

Due: **Friday, 15 November 2019**

Weighting: **30%**

Assignment Task

This assignment is a group presentation. The lecturer will form and assign you to a group and a particular company for the purposes of this assignment. In real life, you will often be put in situations in which you will be asked to work with a group of people you have never worked with before. It is an important part of your MBA to learn how to effectively navigate the team dynamics. Your group must conduct a comprehensive strategic analysis as described below. Please note: if your group would like to work on a specific organisation (e.g., your employer or your own start-up), please contact the lecturer to confirm if the organisation is suitable for this assignment.

You are expected to apply the frameworks and concepts from the course to identify and evaluate

the business environment and strategy of the company that has been assigned to you. The following suggestions may assist you in preparing the group assignment. This is not a template to be replicated but a starting point for you to further develop.

Business Environment Identification and Evaluation

Use recent and older data/evidence (i.e., from the past 1-5 years) from multiple sources (references to be included) to analyse the operating industry of a company in terms of:

- Products, buyer, suppliers, overall size and importance
- Structure of the industry and participants (who are the rivals?)
- Demand - supply characteristics, growth, prospects for the future (Threats and opportunities)
- Environmental factors- e.g. changes in technology, and other global influences
- Profitability of the industry and who captures the profits (b) Groups assigned to a company

Strategy Identification and Evaluation

Use recent and older data from multiple sources (i.e., from the past 1-5 years and with references) to:

- Study the formulation & implementation of strategy of the nominated company that has been assigned to your group.
- Detail the way in which the nominated company has evolved/positioned itself/ implemented its strategy in recent years in the industry/sector. Focus on a resources and capabilities view to show how competitive advantage has been built.
- Determine conclude what the strategic issues are for the future of the firm.
- In line with your strategic analysis make recommendations for the future that could improve the company's strategy/positioning. Explain your criteria for doing so (i.e., show how the recommendations logically link to your strategic analysis).

Each group will have **20-25 minutes** to cover their assigned company and should ensure their presentation fill this period without going over time. It is therefore important that you conduct a number of practice runs to get the timing and delivery right.

It is completely up to you how you want to approach your presentation in terms of approach, style, medium, etc. Creativity is strongly encouraged as long as it has impact and does not detract from the professionalism of the presentation. It is important that you make your presentation engaging in order to be able to continue to hold the active attention of your audience.

A marking criterion matrix for both the industry and nominated company will be made available on the class iLearn page which will be applied to this assessment. Students should follow the marking criterion matrix related to their allocated assignment.

Submission

Overall assessment of presentations will be based on a group mark component (50%) and an individual mark component (50%).

- The group mark component: The group as a whole will be marked according to the quality of the final presentation that will be delivered.
- The individual mark component: Each group member will be marked according to the quality of the delivery of their oral presentation, as well as how well the group members deal with questions from both the audience and the lecturer.

As part of the submission, the group is also required to provide, on one page, a statement of exactly what each member did for this task, signed off by each member of the group. If there are sizable discrepancies concerning contributions within the group, the lecturer reserves the right to apportion marks unequally.

Groups must ensure that all members contribute equally to the assignment. Should any difficulty occur with this, the group should talk with the lecturer as soon as possible. At the time of handing in the assignment the group should agree on what percentage of the mark each person should receive. You should indicate this information on the cover sheet of the assignment.

If the group assesses the contribution of each member as equal, each would receive 100% of the final mark. In cases where the group decides that some members did not contribute equally, this should be reflected in the percentage (if there is problem in the group, please tell me sooner rather than later).

The group allocation will be determined in Week 3 (after Census date).

Groups are to submit 1 x soft-copy of their presentation slides to the lecturer on the day of the group's presentation. The soft-copy submission will be submitted to Turnitin via the MGSM iLearn portal, a program used to ensure the originality of the work undertaken by the submitter. Please also submit in PowerPoint format only (No PDF files) to nidthida.lin@mq.edu.au.

Extensions and penalties:

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 for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.
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- Develop a 'triple bottom-line' approach to organisational strategy that encompasses

corporate social responsibility, effective corporate governance, environmental sustainability, and ethics into business decision-making.

- Apply strategy frameworks and tools in ways that create resilient and sustainable organisations to benefit a wide spectrum of relevant stakeholders.

Final examination

Due: **Exam week: 25 November - 1 December 2019**

Weighting: **50%**

Duration: 3 hours and 10 minutes reading time

Format: Online open book examination

The date and time when exam will be opened and closed will be announced on iLearn. You are expected to download the exam paper and submit your answer file through Turnitin within 3 hours and 10 minutes.

On successful completion you will be able to:

- Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.
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- Apply strategy frameworks and tools in ways that create resilient and sustainable organisations to benefit a wide spectrum of relevant stakeholders.

Delivery and Resources

Recommended Textbook:

Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regner, P. (2017). Exploring strategy. 11th edition. Harlow, UK: Pearson Education Limited. ISBN: 9781292145129

Please note: It is recommended that you read the chapters suggested in the unit guide prior to the relevant class.

A selection of readings on Strategic Management will also be made available. Specific articles are recommended for review in connection with each class session. Optional readings (classic and contemporary) are listed below for students interested in reading further in the field of Strategic Management.

Where to purchase textbook?

The Coop Bookshop: The Coop Bookshop is our main retailer for textbooks and other related academic material. For information on textbook prices and online ordering, please refer to The Co-Op Bookshop webpage at <http://www.coop.com.au>

Disclaimer: MGSM does not take responsibility for the stock levels of required textbooks from preferred retail outlets and other book retailers. While we advise our preferred book retail outlet, The Co-op Bookshop, of our maximum expected number of students purchasing specific required text each term, The Co-op Bookshop and other book retailers will make their own judgement in regard to their physical holding stock levels. To prevent disappointment if a textbook is out-of-stock, we highly advise students to order their textbooks as early as possible, or if the required textbook is currently out-of-stock, place an order with the book retailer as soon as possible so that these book retailers can monitor demand and supply, and adjust their stock orders accordingly.

Other optional resources

We have also provided additional material in the iLearn unit (articles, book chapters and video links) as a resource for you. These supplementary unit materials are not compulsory and have been provided as extra resources should you be particularly interested in a topic.

Optional reading resources

Below is a list of other readings related and extended beyond this unit which you may wish to look into.

- Barney, J. (1991), "Firm Resources and Sustained Competitive Advantage," *Journal of Management*, 17 (1), 99-120.
- Collins, J.C. and Porras, J.I., *Built to Last - Successful Habits of Visionary Companies*, Harper Collins, New York, 1994
- D'Aveni, R.A. & MacMillan, I.C.; *Hypercompetition*, The Free Press, New York, 2006.
- Varadarajan & Clark (1994), "Delineating the Scope of Corporate, Business, and Marketing Strategy", *Journal of Business Research*, 31 (2-3), 93-105
- Gupta & Govindarajan (2000) "Managing global Expansion. A conceptual framework", *Business Horizons*, 43(2), 45-54.
- Hamel, G. and Prahalad, C.K., *Competing for the Future*, Harvard Business School Press, Boston, 1994
- Hamel, G., *Leading the Revolution*, McGraw Hill, 2000.
- Hodgett, R.M., et al, *International Management: Culture, Strategy and Behaviour*, HarperCollins, New York, 2005.
- Kim, W.C. and Mauborgne, R., *Blue Ocean Strategy*, Harvard Business School Publishing, Boston, 2005.

- Kotter, J.P. and Heskett, J.L., Corporate Culture and Performance, Free Press, 1992
- Mintzberg, H., The Rise and Fall of Strategic Planning, Prentice Hall, 1994
- Mintzberg, H. and Quinn, J.B., The Strategy Process, Prentice-Hall International, 1991
- Montgomery, C.A and Porter, M.E., (Eds) Strategy: Seeking and Securing Competitive Advantage, Harvard Business Review, 1991
- Munck, B. et al., Culture and Change, Harvard Business Review Paperback Series, 2002
- Ohmae, K., The Mind of the Strategist, McGraw-Hill, 1982
- Porter, M.E., Competitive Strategy, Free Press, 1980
- Osterwalder, A. and Pigneur, Y., Business Model Generation, Wiley, New Jersey, 2010.
- Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, 1985
- Porter, M. (1996). "What is strategy?", Harvard Business Review, 74, 61-78.
- Porter, M. (2008) The Competitive Forces that shape strategies, Harvard Business Review, January
- Teece, D. (2007) "Explicating Dynamic Capabilities: The Nature and Microfoundations of (sustainable) Enterprise Performance", Strategic Management Journal, 28, 1319-1350.
- Thompson, A.A. and Strickland, A.J., Crafting and Implementing Strategy, Richard D. Irwin, 1995

MGSM iLearn

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

Technology

Access to a personal computer is required to access resources and learning material from iLearn.

Unit Schedule

Students are highly encouraged to attend the weekly live online classes (date and time to be announced on iLearn) and that weekly readings and cases are completed prior to attending the online class. This unit will be presented over 10 sessions as follows (*The proposed program might be subject to some minor changes as the term progresses (TBA)*).

Session	Topics and associated case studies/readings/textbook chapters
1	<p>Leading the way: The Strategy concept and Leadership</p> <p>Essential reading: Case study: Rothaermel, F.T. & King, D.R. (2017). Delta Air Lines, Inc. McGraw Hill Education. MH0056.</p> <p>Allocated supplementary readings:</p> <ul style="list-style-type: none"> Porter, M. (1996). What is strategy?. Harvard Business Review, 74, pp. 61-78 Schoemaker, P. J., Krupp, S., & Howland, S. (2013). Strategic leadership: The essential skills. Harvard business review, 91(1), 131-134. <p>Optional readings: Christensen, C. M. (1997). Making strategy: Learning by doing. Harvard business review, 75(6), 141-156.</p> <p>Optional textbook chapter references: 1 & 15</p>
2	<p>Understanding the market</p> <p>Essential reading: Case study: Suraj S, SGT., Srivastava, M., Chandoke, T. & Prakash, P. (2016). Netflix in India: The way ahead. Richard Ivey School of Business. The University of Western Ontario. W17100.</p> <p>Allocated supplementary readings:</p> <ul style="list-style-type: none"> D'Aveni, R. A., Dagnino, G. B., & Smith, K. G. (2010). The age of temporary advantage. Strategic management journal, 31(13), 1371-1385. Porter, M. (2008). The Five Competitive Forces that shape strategy. Harvard Business Review, January <p>Optional readings: D'Aveni, R. A. (2007). Mapping your competitive position. Harvard business review, 85(11), 110-120, 154.</p> <p>Optional textbook chapter references: 2 & 3</p>
3	<p>Understanding your organisation</p> <p>Allocated supplementary readings:</p> <ul style="list-style-type: none"> Collis, D. J., & Montgomery, C. A. (2008). Competing on Resources. Harvard Business Review, 86(7,8), 140-150. <p>Optional readings: Teece, D. (2007). Explicating Dynamic Capabilities: The Nature and Microfoundations of (sustainable) Enterprise Performance. Strategic Management Journal, 28, 1319-1350.</p> <p>Optional textbook chapter reference: 4</p>
4	<p>Designing business strategies</p> <p>Essential reading: Case study: McColl, J. & He, H.Y. (2016). Me to We: A Social Enterprise and Its Future Growth. Richard Ivey School of Business. The University of Western Ontario. W16339.</p> <p>Optional readings:</p> <ul style="list-style-type: none"> McGrath, R. G. (2013). Transient advantage. Harvard business review, 91(6), 62-70. Phadnis, S., Caplice, C., & Sheffi, Y. (2016). How scenario planning influences strategic decisions. MIT Sloan Management Review, 57(4), 24. <p>Optional textbook chapter references: 7, 9 & 11</p>

Session	Topics and associated case studies/readings/textbook chapters
5	<p>Designing corporate strategies</p> <p>Essential reading: Case study: Rothaermel, F.T. (2017). Alphabet's Google. McGraw Hill Education. MH0055.</p> <p>Optional readings:</p> <ul style="list-style-type: none"> Campbell, A., Goold, M., & Alexander, M. (1995). Corporate strategy: The quest for parenting advantage. Harvard business review, 73(2). <p>Optional textbook chapter reference: 8</p>
6	<p>Strategy Simulation</p>
7	<p>Blue ocean strategy</p> <p>Essential readings: Case study: Koo, O.Y., Kim, W.C. & Mauborgne, R. (2016). Drybar (A): The American Beauty Salon Industry in 2008. INSEAD Blue Ocean Strategy Institute. IN1246.</p> <p>Essential readings: Case study: Koo, O.Y., Kim, W.C. & Mauborgne, R. (2016). Drybar (B): No cuts. No color. Just blowouts!. INSEAD Blue Ocean Strategy Institute. IN1247.</p> <p>Allocated supplementary readings:</p> <ul style="list-style-type: none"> Chan, K.W. & Mauborgne, R. (2004). Blue Ocean Strategy. Harvard Business Review. October. Chan, K.W. & Mauborgne, R. (2014). Blue Ocean Leadership. Harvard Business Review. May.
8	<p>Designing sustainable strategies</p> <p>Allocated supplementary readings:</p> <ul style="list-style-type: none"> Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. Harvard business review, 84(12), 78-92. <p>Optional readings:</p> <ul style="list-style-type: none"> Chakravorti, B. (2017). How companies can champion sustainable development. Harvard business review(14/04). <p>Optional textbook chapter reference: 5</p>
9	<p>Contemporary issues in strategy - International and innovation strategy</p> <p>Allocated supplementary readings:</p> <ul style="list-style-type: none"> Ghemawat P, Altman SA. (2019). The State of Globalization in 2019, and What It Means for Strategists. Harvard Business Review Digital Articles. February 2019:2-8. Adner, R. (2006). Match your innovation strategy to your innovation ecosystem. Harvard business review, 84(4), 98. <p>Optional textbook chapter reference: 9 &10</p>

Session	Topics and associated case studies/readings/textbook chapters
10	<p>Bringing it all together; Overview and exam preparation</p> <p>Optional readings:</p> <ul style="list-style-type: none"> Hambrick, D.C. & Fredrickson, J.W. (2001). Are you sure you have a strategy? Academy of Management Executive. Vol. 15, No. 4. pp. 48-59. <p>Optional textbook chapter reference: 13</p>

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 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 ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@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) 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

If you are a Global MBA student contact globalmba.support@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 - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.
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context of international cultures, markets and industries, to improve an organisation's competitive positioning and competitive advantage.

- Develop a 'triple bottom-line' approach to organisational strategy that encompasses corporate social responsibility, effective corporate governance, environmental sustainability, and ethics into business decision-making.
- Apply strategy frameworks and tools in ways that create resilient and sustainable organisations to benefit a wide spectrum of relevant stakeholders.

Assessment tasks

- Individual case analysis
- Group presentations
- Final examination

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

- Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.
- Synthesise and ethically balance a range of strategy frameworks and models in the context of international cultures, markets and industries, to improve an organisation's competitive positioning and competitive advantage.
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- Individual case analysis
- Group presentations
- 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

- Evaluate the role of organisational leadership in achieving strategic, responsible change, and superior organisational performance.
- Synthesise and ethically balance a range of strategy frameworks and models in the context of international cultures, markets and industries, to improve an organisation's competitive positioning and competitive advantage.
- Develop a 'triple bottom-line' approach to organisational strategy that encompasses corporate social responsibility, effective corporate governance, environmental sustainability, and ethics into business decision-making.
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Assessment tasks

- Individual case analysis
- Group presentations
- 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

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- Group presentations
- Final examination

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

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PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

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Alignment of this unit with MGSM's mission-driven attributes

- **Leadership:** The unit developed my understanding of the role of leadership at a strategic level within organisations and its importance in achieving superior performance through incremental and transformational change.
- **Global mindset:** The unit supported my ability to apply a range of strategy frameworks and models to firms that operate in international markets across a wide range of industries in order to improve competitive positioning.
- **Citizenship:** The unit allowed me to develop an appreciation of how firms contribute to society by their adoption of a 'triple bottom-line' approach that encompasses corporate social responsibility, corporate governance and ethical decision-making.
- **Creating sustainable value:** The unit encouraged my understanding of how effective strategy creates sustainable competitive advantage that benefits all stakeholders.

Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such

circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>.

Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.