



ACCG943

Business Analysis

S2 Day 2019

Dept of Accounting & Corporate Governance

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Charles Koh

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Contact via Dialogue via iLearn

4ER Level 2

4ER 223 but refer to iLearn for variation

Moderator

Sophia Su

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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	15%	No	See iLearn
Final Examination	55%	No	Final Exam Period

Assessed Coursework

Due: **Throughout**

Weighting: **15%**

Task Description:

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 assess weekly homework on six (6) occasions without prior notice. Marks are awarded for the original effort, completeness and evidence that corrections are made as appropriate.

The homework component will be worth 12%, with each assessed 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.

Type of Collaboration: Individual **Submission:** Please refer to iLearn **Format:** Please refer to iLearn **Length:** Please refer to iLearn **Inherent Task Requirements:** Please refer to iLearn **Late Submission:** No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

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%**

Task Description: The class test is a one-and-a-half-hour diagnostic summative assessment designed to let students demonstrate the knowledge and skills they have attained in the first six sessions. Further details on the class test including feedback are provided on the iLearn.

Type of Collaboration: Individual **Submission:** In class **Format:** Please refer to iLearn

Length: 1.5 Hours **Inherent Task Requirements:** Please refer to iLearn **Late Submission:** No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

Where a Special Consideration application is approved, the student may be offered an alternative assessment or may receive a mark based on the percentage mark achieved by the student in one or more other assessment tasks, at the Unit Convenor's discretion.

On successful completion you will be able to:

- Evaluate strategic options and making strategic choices

Assignment

Due: **See iLearn**

Weighting: **15%**

Task Description:

The purpose of the assignment is to allow students to put business analysis and strategic management concepts into practice in a real life setting and allow students to demonstrate their knowledge on a group basis. The assignment should help students reflect on their learning and link concepts learned in the unit to professional practice. In addition to a written assignment (7.5%), there is a group based presentation (7.5%) based on the assignment in which students are marked individually. This is a formative assessment designed to prepare students for the final exam. Further details on the assignment including the marking rubric for feedback are provided on iLearn.

Type of Collaboration: Group - Written (7.5%) and Individual - Presentation (7.5%)

Submission: Online **Format:** Please refer to iLearn **Length:** Please refer to iLearn **Inherent**

Task Requirements: Please refer to iLearn **Late Submission: 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: **Final Exam Period**

Weighting: **55%**

Task Description:

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

A closed book two-and-a-half hour examination (with an additional reading time of 10 minutes) for this unit will be held. 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).

Type of Collaboration: Individual **Submission:** In exam. **Format:** Please refer to iLearn **Length:** 2.5 hours **Inherent Task Requirements:** Please refer to iLearn **Late Submission:** No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

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

Required Text:	Students are required to refer to the most recent Approved Workbook and Practice and Revision Kit for Strategic Business Leader, published by BPP Learning Media.
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.
Technology Used and Required:	Please refer to iLearn.
Delivery Format and Other Details:	<p>Classes</p> <ul style="list-style-type: none"> 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.
Recommended Readings:	<p>Additional materials will be provided at the beginning of the unit and under each of the weekly headings in iLearn.</p> <p>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.</p>
Other Course Materials:	Please refer to iLearn.

Unit Schedule

Week	Topic	
1	Strategy, leadership and culture	
2	The external environment	
3	Strategic capability	
4	Competitive advantage and strategic choice	
5	Financial analysis I	
6	Financial analysis II	
7	Application of IT	
8	E-business	
9	Enabling success and strategic change I	
10	Enabling success and strategic change II	
11	Process redesign	
12	Project management	

Week	Topic	
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 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://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

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 - 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
- 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 - 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
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