

# BUS211 Strategic Management

School: School of Business and Creative Industries

2025 Semester 2

UniSC Sunshine Coast  
UniSC Moreton Bay

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

*Please go to [unisc.edu.au](http://unisc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

Strategic management is key to unlocking long-term competitive advantage. This course explores the strategic journey that propels businesses towards success. Students will gain mastery over the essential concepts, frameworks, and models that are critical in crafting and executing effective strategic plans. In an era marked by increasing uncertainty, the ability to think strategically and innovate is crucial. This course is designed to transform students into professionals who can think critically, creatively, and strategically—driving their organisations towards enduring success.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities. To be studied before the workshop.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	10 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities. To be studied before the workshop.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

### 1.3. Course Topics

- Key concepts
- Macro-Environment
- Industry and Competitive Environments
- Resources and Capabilities
- Stakeholders and Governance
- History and Culture
- Business Strategy
- Corporate Strategy
- Entrepreneurship and Innovation
- Strategy Development and Evaluation
- Leadership and Strategic Change
- Organising for Strategic Advantage

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Demonstrate advanced written communication skills in a business context	Knowledgeable Engaged Sustainability-focussed	PC1.1, PC3, PC3.1, PC6.1, PC6.2
2 Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions.	Knowledgeable Creative and critical thinker Ethical Sustainability-focussed	PC1.1, PC3, PC3.1, PC4.1, PC6, PC6.1, PC6.2
3 Demonstrate capacity and competence in the application of business discipline specific knowledge	Knowledgeable Empowered Ethical Sustainability-focussed	PC1.1, PC3, PC3.1, PC4.1, PC6, PC6.1, PC6.2

### \* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1.1	Written Communication
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4.1	Social Responsibility and Sustainability
PC6	Career-ready
PC6.1	Self-management
PC6.2	Discipline Knowledge

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

BUS104

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

### 5.5. Microcredential Information

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Formative feedback will be delivered informally through the discussion of activities in the workshops. These discussions and activities are critical to the assessment tasks and students are expected to come prepared to workshops to share and discuss their answers.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Case Study	Individual	50%	2,000 words	Week 7	Online Assignment Submission with plagiarism check
All	2	Plan	Individual	50%	2,000 words	Week 13	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Strategic Analysis

<b>GOAL:</b>	To undertake a strategic analysis of a business, by drawing on strategic management concepts covered in this course.	
<b>PRODUCT:</b>	Case Study	
<b>AUTHORSHIP STATEMENT:</b>		
<b>FORMAT:</b>	You will actively apply strategic management concepts to analyse the current position of a real-world business.	
<b>CRITERIA:</b>	<b>No.</b>	<b>Learning Outcome assessed</b>
	1	Use of strategic management language and concepts. 1 3
	2	Effectiveness of the strategic analysis. 2 3
	3	Interpretation and justification of key strategic issues. 2 3
	4	Quality and effectiveness of secondary research. 1 3
	5	Demonstration of clear and effective communication and presentation. 1 3
<b>GENERIC SKILLS:</b>	Communication, Problem solving, Organisation, Information literacy	

### All - Assessment Task 2: Strategic plan

<b>GOAL:</b>	To chart a new direction for a real-world business based on the analysis of the business' current situation.	
<b>PRODUCT:</b>	Plan	
<b>AUTHORSHIP STATEMENT:</b>		
<b>FORMAT:</b>	Building on your analysis in Task 1, you will identify an opportunity or a threat that the business needs to address. Following this identification, you will develop a strategic plan, for addressing the identified opportunity or threat.	
<b>CRITERIA:</b>	<b>No.</b>	<b>Learning Outcome assessed</b>
	1	Application of strategic management concepts. 3
	2	Identification and justification of strategic options. 2
	3	Quality and effectiveness of secondary research. 1
	4	Demonstration of clear and effective communication and presentation. 3
<b>GENERIC SKILLS:</b>	Communication, Problem solving, Organisation, Information literacy	

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

## 8.1. Prescribed text(s) or course reader

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Richard Whittington,Patrick Regner,Duncan Angwin,Gerry Johnson,Kevan Scholes	2023	Exploring Strategy, Text & Cases	13th edition	Pearson

## 8.2. Specific requirements

Students are required to work through the learning materials in Canvas for each module before participating in workshops.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

#### **Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

### 10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

#### 10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

#### 10.6. General Enquiries

**In person:**

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

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