



COURSE OUTLINE

BUS211

Strategic Management

School: School of Business and Creative Industries

2025 | Semester 2

UniSC Sunshine Coast
UniSC Moreton Bay

BLENDDED
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 usc.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
BLENDDED LEARNING			
Learning materials – Interactive online learning activities. To be studied before the workshop.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.			
	2hrs	Week 1	10 times
ONLINE			
Learning materials – Interactive online learning activities. To be studied before the workshop.	1hr	Week 1	12 times
Tutorial/Workshop 1 – 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

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

GOAL:	To undertake a strategic analysis of a business, by drawing on strategic management concepts covered in this course.		
PRODUCT:	Case Study		
FORMAT:	You will actively apply strategic management concepts to analyse the current position of a real-world business.		
CRITERIA:	No.		Learning Outcome assessed
	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
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy		

All - Assessment Task 2: Strategic plan

GOAL:	To chart a new direction for a real-world business based on the analysis of the business' current situation.	
PRODUCT:	Plan	
FORMAT:	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.	
CRITERIA:	No.	Learning Outcome assessed
	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
GENERIC SKILLS:	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

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

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. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](#) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](#) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](#) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. 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>

10.9. 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.

10.10. 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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au