

**EMB762 Strategic Management**

School: School of Business and Creative Industries

2021 | Session 3

UniSC Sunshine Coast

**BLENDED  
LEARNING**

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

*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

In today's uncertain and rapidly changing environment, organisation leaders face the challenge of making difficult decisions on a wide range of issues vital to achieving their organisations' goals and objectives. In reaching these decisions, business leaders are involved in strategic thinking, strategic planning, and strategic management. This course provides organisation leaders with the basic tools of strategic planning and management.

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

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Tutorial/Workshop 1</b>	2hrs	Not applicable	Not Yet Determined

### 1.3. Course Topics

Strategic leadership, internal and external organisational analysis, functional level strategies and business level strategies

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

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

6 units

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

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Discuss the recent developments in theory, issues and practice relating to strategy.	Engaged
2	Investigate, analyse and synthesise complex internal and external business environments.	Creative and critical thinker
3	Determine the optimal pathway for an organisation to achieve a competitive advantage using theoretical frameworks .	Empowered

#### 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

Enrolled in Program BU791

##### 5.2. Co-requisites

Not applicable

##### 5.3. Anti-requisites

MBA712

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

A knowledge and understanding of management principles and organisational theory.

##### 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 provided in all sessions using multiple methodologies

##### 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	Oral	Group	30%	20 minutes	Week 1	In Class
All	2	Case Study	Individual	70%	2500 words	Week 7	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Viva

<b>GOAL:</b>	To demonstrate knowledge of strategy concepts in a group interview	
<b>PRODUCT:</b>	Oral	
<b>AUTHORSHIP STATEMENT:</b>		
<b>FORMAT:</b>	Group Discussion (max 4 members) You are required to explain and defend your knowledge of strategy in a viva with the Course Coordinator. The viva requires a synopsis as well as an explanation and defence of strategy topics including the internal and external analysis of the organisation and industry. Further details of this assessment will be provided in class and on Blackboard	
<b>CRITERIA:</b>	<b>No.</b>	<b>Learning Outcome assessed</b>
<b>GENERIC SKILLS:</b>		

### All - Assessment Task 2: Case Study

<b>GOAL:</b>	To demonstrate knowledge of strategy concepts in a written case study	
<b>PRODUCT:</b>	Case Study	
<b>AUTHORSHIP STATEMENT:</b>		
<b>FORMAT:</b>	This is an individual assignment and needs to be presented as a Case Analysis Report. More information will be provided on Blackboard. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objectives will be assessed: PLO1.1: Written Communication Demonstrate advanced written communication skills in a business context	
<b>CRITERIA:</b>	<b>No.</b>	<b>Learning Outcome assessed</b>
	1	Advanced demonstration of depth and breadth of content covered to address the topic of the task
	2	Advanced use of appropriate verbal and non-verbal communication
	3	Advanced use of effective time management
	4	Assessment criteria are mapped to the course learning outcomes. <span style="float: right;">1 2 3</span>
<b>GENERIC SKILLS:</b>		

## 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

There are no required/recommended resources for this course.

## 8.2. Specific requirements

Not applicable

## 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: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 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

**Tel:** +61 7 5430 2890

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