

## Unit of Study Guide: BUS6001 Business Strategy Management

### Trimester 3, 2022

#### Overview

BUS6001 Business Strategy Management is designed to equip students with the knowledge, tools and techniques required to build better strategies in organisational contexts. Students will be introduced to contemporary issues in business strategies from the perspective of financial, accounting, marketing, and human resources functional management perspectives. The unit also takes the perspectives of the executive management. Students apply the knowledge gained in the unit to a variety of decisionmaking and problem-solving challenge

<b>Course(s)</b>	Graduate Diploma of Project Management (GradDipPM) Master of Project Management and Business (MPMB)
<b>Credit Points</b>	8 credit points
<b>Duration</b>	12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)
<b>Level</b>	Postgraduate- Advanced
<b>Student Workload</b>	Students should expect to spend approximately 13 hours per week over 12 weeks (totalling approximately 150 hours) on learning activities for this unit.
<b>Mode(s) of Delivery</b>	On campus; Blended
<b>Pre-Requisites</b>	PRJ5001
<b>Unit Coordinator</b>	As per current <a href="#">timetable</a>
<b>Contact Information</b>	Consultation: 1 hour scheduled session

#### Unit Learning Outcomes

On successful completion of this units, students will be able to:

- ULO1** Evaluate the internal and external factors impacting an organisation and formulate strategies for sustainable competitive advantage.
- ULO2** Recognise strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.
- ULO3** Design and implement communication and marketing strategies that align with the organisation's goals.
- ULO4** Reflect on the role of leadership in formulating, communicating, and marketing business strategy.

#### Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

Week	Topic
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Week 1	Introduction to the unit & Strategies and strategists
Week 2	Formulating strategy
Week 3	Analysing strategy
Week 4	Strategy formation
Week 5	Strategic change
Week 6	Organisational development and strategy
Week 7	Marketing program and business communication strategy
Week 8	Technology and strategy
Week 9	Collaboration and strategy
Week 10	Corporate social responsibility and business strategy
Week 11	STUDY WEEK
Week 12	ASSESSMENT/EXAMINATION WEEK FOR SPECIFIED UNITS

## Assessments







1. All assessments are compulsory.
2. To pass the unit students must:
  - achieve a total of 50% or more of marks offered; and
  - pass all individual invigilated assessments; and
  - have attempted all assessments.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

3. The Board of Examiners may grant a supplementary assessment where a student:
  - achieves a total of 45% or more; and
  - has passed all individual invigilated assessments in the unit; and
  - has attempted all assessments; and
  - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).
5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Task	Type	Weight	Length	Due	UOs Assessed
<b>Assessment 1: Online Quizzes</b> Submit responses to questions for 3 quizzes from Week 3 to Week 9	Individual  Invigilated 	30% (3 x 10%)	30 minutes per quiz	Week 3 Week 6 Week 9	ULO1 ULO2 for all Online quizzes
<b>Assessment 2: Case Study - Company Case Analysis</b> Review and analyse the selected company using a contemporary methodology to identify issues with the company's strategies. Recommend strategies that would better achieve corporate objectives.	Group 	30%	4000 words	Week 9	ULO2 ULO3 ULO4
<b>Assessment 3: Report of a Business Marketing Strategy Case Part A, Report</b> Working individually students are required to (a) select a business case, (b) design and implement communication and marketing strategies, (c) reflect on the role of leadership in formulating, communicating, and implementing marketing business strategy and ethical issues.	Individual 	25%	2000 words report	Week 12	ULO1 ULO2 ULO3 ULO4
<b>Assessment 4: Verbal Presentation Part B</b> Present the report from Assignment 3 in a verbal presentation.	Individual  Invigilated 	15%	10 minutes 1500 words equivalent	Week 12	ULO1 ULO2 ULO3 ULO4

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

## Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

## Prescribed text(s):

There is no prescribed textbook. Students are expected to read chapters and papers available through the online learning site and the unit's Reserve via APIC Library.

### **Recommended Readings:**

Lampel, J, Mintzberg, H, Quinn, JB & Ghosal, S 2013, *The strategy process: concepts, contexts, cases*, 5th edn, Pearson, United Kingdom.

Elliott, G, Rundle-Thiele, S, Waller, D, Smith, S, Eades, L & Bentrrott, I 2017, *Marketing*, 4th edn, John Wiley and Sons, Brisbane, Australia.

Acemoglu, D & Robinson, J 2012, *Why nations fail: the origins of power, prosperity and poverty*, Crown Business, New York, New York.

Do, T,T & Mai, N, K 2020, 'High-performance organization: a literature review', *Journal of Strategy and Management*, vol. 13, no. 2, pp. 297-309.

Hanson, D, Hitt, MA, Ireland, RD & Hoskisson, RE 2017, *Strategic management: competitiveness and globalisation*, 6th Asia-Pacific edn, Cengage Learning, Melbourne, Australia.

Ip-Soo-Ching, J.M, Zyngier, S & Nayeem, T, 2019, 'Ecotourism and environmental sustainability knowledge: An open knowledge sharing approach among stakeholders', *Australian Journal of Environmental Education*, vol. 35, no. 1, pp.62–82.

Park, Y & Mithas, S 2020, 'Organized complexity of digital business strategy: A configurational perspective', *MIS Quarterly*, vol. 44, no.1, pp. 85-127.

Rajan, R, Dhir, S & Sushil 2020, 'Alliance termination research: a bibliometric review and research agenda', *Journal of Strategy and Management*, vol. 13, no. 3, pp. 351-375.

Sitaloppi, J, Rajala, R & Hietala, H 2020, 'Integrating CSR with Business strategy: A tension management perspective', *Journal of Business Ethics*, pp. 1-21.

Yuan, Y, Lu, LY & Tian, G 2020, 'Business Strategy and Corporate Social Responsibility', *Journal of Business Ethics*, vol. 162, pp.359-377.

### **Other Recommended Resources:**

Harvard Business Review: [www.hbr.com](http://www.hbr.com)

Academy of Management Journal

Academy of Management Review

Asia Pacific Journal of Management

California Management Review

Journal of General Management

Strategic Management Journal

### **Academic Integrity**

#### **Sydney**

Level 6, 1-3 Fitzwilliam Street,  
Parramatta, NSW 2150  
Phone: +61 2 8319 2100  
Email: [programs@apiccollege.edu.au](mailto:programs@apiccollege.edu.au)  
[apiccollege.edu.au](http://apiccollege.edu.au)

#### **Melbourne**

399 Lonsdale Street  
Melbourne VIC 3000  
Phone: +61 3 9603 5333  
Email: [programs@apiccollege.edu.au](mailto:programs@apiccollege.edu.au)  
[apiccollege.edu.au](http://apiccollege.edu.au)

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

## Other Important Information and Links

<p><b>Special consideration</b></p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the <a href="#">Assessment Policy</a> for further details.</p>	<p><b>Late submission</b></p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the <a href="#">Assessment Policy</a> for information about late submission.</p>
<p><b>Assessment appeals</b></p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the <a href="#">Assessment Policy</a> for further details.</p>	<p><b>Award of grades</b></p> <p>APIC awards common result grades, set out in the <a href="#">Award of Grade Policy</a>.</p>
<p><b>Expectations of student conduct</b></p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the <a href="#">Student Code of Conduct</a>.</p>	<p><b>Study resources</b></p> <p>APIC Library and Student Learning Support resources and services can be accessed via the <a href="#">Student Lounge</a> or your <a href="#">Dashboard on the OLS (Canvas)</a>.</p>
<p><b>Student Services</b></p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the <a href="#">Student Services page on the OLS (Canvas)</a>.</p>	<p><b>Key dates</b></p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the <a href="#">Academic Calendar</a> section of the APIC website.</p>

## Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 31 August 2022