

Unit Code and Title	BUS6001 Business Strategy Management
Courses	Recommended Elective: Graduate Diploma of Project Management Master of Project Management and Business
Duration	12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)
AQF Level	8
Student Workload	Students should expect to spend approximately 13 hours per week over 12 weeks (totalling approximately 150 hours) on learning activities for this unit.
Essential Requirements	None
Mode of Delivery	Online/ On-Campus
Pre-Requisites	PRJ5001
Co-Requisites	None

Unit description

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 decision-making and problem-solving challenges.

Unit Learning Outcomes

On successful completion of this unit, 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.