



# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	STRATEGIC MANAGEMENT
<b>Course ID:</b>	BUMGT5976
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	(At least 120 credit points from program MM9 or MM9.EL or MM9.HSM or MM9.IB)
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080301

## Description of the Course :

In today's increasingly complex and changing environment that is filled with uncertainty, businesses are continuously looking for better ways to gain and maintain sustainable competitive advantage. Strategic management concerns the long-term direction and scope of the business and draws from business fundamental knowledge, e.g. marketing, finance and economics. Through case studies and stories about successful businesses, students learn about the importance of strategy in any business. The course equips students with the concepts, frameworks, tools and skills needed for developing and implementing strategic decisions to gain and sustain superior performance in both traditional and emerging markets/industries. The course focuses on building the capacity of current and future managers by identifying sources of superior business performance.

**Grade Scheme:** Graded (HD, D, C, etc.)

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks..

## Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory						

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	✓	■

### Learning Outcomes:

#### Knowledge:

- K1.** Recognise the internal and external national and international factors influencing business competitiveness and the key roles of strategy, resources and capabilities to gain sustained competitive advantage.
- K2.** Develop strategic thinking for formulating and implementing strategies that will enable the organisation to achieve competitive advantage and sustainability
- K3.** Evaluate the sources and routes to superior performance and judge the appropriateness of the tools and techniques for developing strategies that help businesses to grow and create economic, social and ecological value
- K4.** Develop management skills and knowledge to examine strategic management challenges from strategy, change and learning perspective.

#### Skills:

- S1.** Apply theoretical knowledge within diverse organisational and environmental contexts to build businesses' capacity to gain competitive advantage.
- S2.** Research and synthesise industry, macro and global environment related secondary data and interpret the findings to make informed strategic decisions
- S3.** Recognise the limitations of theoretical and practical concepts in strategic management and explain the implications of those limitations
- S4.** Cooperatively undertake critical and systematic evaluations of relevant theories, concepts and practices and communicate the findings with clarity to specialist and non-specialist audiences
- S5.** Critically evaluate the sustainable competitive advantage (and its underlying drivers) for an organisation

#### Application of knowledge and skills:

- A1.** Adapt and apply strategic management knowledge and skills in diverse and novel organisational settings.
- A2.** Apply proprietary tools and techniques to develop strategic options that an enterprise can use to grow and create shareholder value in the context of a changing global and local environment.
- A3.** Integrate ethical, social and environmental perspectives into the organisational strategies

#### Course Content:

Topics may include:

- The concept of strategy
- Tools of strategic management: goals, values and performance
- The analysis of industry and external environment

- The analysis of internal environment of the firm: resources and capabilities
- Business strategies in different industry contexts
- Corporate strategies
- Strategies for competing in international markets
- Building capacity for strategy execution
- Strategy Implementation
- Corporate culture and strategic leadership
- Ethics and Corporate Social Responsibility

**Values:**

- V1.** Appreciate the importance of strategic management in the context of increasing uncertainty and competitive local and global business environments.
- V2.** Appreciate the high level of critical thinking and the increasing requirement for ethical as well as commercial frameworks in strategy development and implementation.
- V3.** Appreciate the need for continuous learning in order to maintain up-to-date skills and knowledge

**Graduate Attributes**

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1,K2,K3,S1,S3,S4,A1,A3	A	AT1, AT2, AT3	A

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K2,K3,K4,S1,S3,A1,A2,A3	A	AT1	B
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K3,K4,S1,A1,A2,A3	A	AT2	B
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K2,S3,S4,A2	A	AT1, AT2	B
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K2,K4,S2,S3,A2,A3	A	AT1	B

**Learning Task and Assessment:**

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K3, K4 S3, A1	Assess core principles and theories and apply associated analytical frameworks	Case Analysis	10-20%
K1,K2,K3,K4, S1, S2,S4,S5 A1,A2, A3	Analyse firm, organisation or industry using a range of approaches	Assignment/Report/Essay	30-40%
K1,K3,K4 S3,S5 A2,A3	Review and analyse material across the course	Exam/Case Preparation	40-50%

**Adopted Reference Style:**

APA