

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Business Strategy

Unit ID: BUMGT2104

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): (BUMGT3702)

ASCED: 080301

Description of the Unit:

This unit explores the core management challenges of strategy formulation and implementation. This involves identification, assessment, and selection of viable business strategies with a view to creating and sustaining competitive advantage. It identifies the key factors and managerial decisions that shape this process. The unit enhances skills in research, business writing, and the application of knowledge to both current and future business environments. By integrating concepts from various management disciplines, it provides students with the tools necessary to develop and implement effective business strategies. While strategy is often a priority for executives, entrepreneurs, and consultants, all professionals can benefit from a solid grasp of the subject.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment.

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Analyse the internal and external environment of business and develop business, corporate and international strategy that can enable firms to achieve sustainable competitive advantage
- K2.** Appraise a range of international strategies to enable firms to compete successfully in the global economy
- K3.** Identify and evaluate wide-ranging business- and corporate-level cooperative strategies
- K4.** Recognise the dynamic nature of business and the role of strategy in creating and sustaining competitive advantage

Skills:

- S1.** Evaluate complex data and information from a number of sources to formulate and implement business, corporate and international strategy
- S2.** Consolidate and synthesise the major theories and concepts in developing and implementing a strategic plan
- S3.** Conduct SWOT analysis to assist in the formulation of business, corporate and international strategy as well as for strategic marketing purpose
- S4.** Apply strategic decision making in selecting a particular course of action to provide a sustainable competitive advantage

Application of knowledge and skills:

- A1.** Apply concepts and tools in formulating and implementing strategies, with a focus on strategic marketing applications for firms operating in diverse contexts.
- A2.** Plan and communicate strategic plans to a wide audience
- A3.** Demonstrate knowledge and skills in diverse contexts with responsibility and accountability for continuous learning and professional practice

Unit Content:

Topics may include:

- 1.Strategic management process and strategic competitiveness
- 2.The external environment: Opportunities, threats, industry competition, and competitor analysis
- 3.The internal environment: Resources, capabilities, core competencies and competitive advantages
- 4.Business-level strategy
- 5.Corporate-level strategy
- 6.Sorting out strategy tool box

7. Developing strategic alternatives and selection of viable strategies

8. Implement strategies - allocations of requisite resources

9. Strategy review, evaluation and control

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> Using effective verbal and non-verbal communication Listening for meaning and influencing via active listening Showing empathy for others Negotiating and demonstrating conflict resolution skills Working respectfully in cross-cultural and diverse teams. 	Not applicable	Not applicable
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> Creating a collegial environment Showing self-awareness and the ability to self-reflect Inspiring and convincing others Making informed decisions Displaying initiative 	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> Reflecting critically Evaluating ideas, concepts and information Considering alternative perspectives to refine ideas Challenging conventional thinking to clarify concepts Forming creative solutions in problem solving. 	K1,K2,K3,K4,S1,S2,S3, S4, A1,A2,A3	AT1, AT2, AT3

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> Finding, evaluating, managing, curating, organising and sharing digital information Collating, managing, accessing and using digital data securely Receiving and responding to messages in a range of digital media Contributing actively to digital teams and working groups Participating in and benefiting from digital learning opportunities. 	Not applicable	Not applicable
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts Committing to social responsibility as a professional and a citizen Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses Embracing lifelong, life-wide and life-deep learning to be open to diverse others Implementing required actions to foster sustainability in their professional and personal life. 	Not applicable	Not applicable

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1,K4 S1,S4 A1,A3	Applying theoretical material to provide written responses to questions in a range of formats, including short-answer, essay, and case study questions, under examination conditions	Written/online assessment	10%-30%
K1,K2,K3,K4 S1,S2,S3,S4 A1, A2,A3	Develop a strategic plan for a firm, including an analysis of the external and internal environment; an evaluation of the current business strategies; strategic marketing considerations, and recommendations for future strategy	Group project - written report and/or digital presentation	30%-50%
K1,K2,K3,K4 S1,S2,S4 A1,A3	A comprehensive review of the unit material as the final assessment to demonstrate understanding and application of key concepts and their application in diverse business contexts.	Case study analysis	30%-40%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)