

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 challenge of strategy formulation and implementation. This involves identification, assessment and selection of business, corporate, and international strategy choices, all with a view to creating and sustaining competitive advantage. Business strategy addresses the question of how to compete in a given industry or market. Corporate strategy considers choices around industries, activities, and locations. International strategy examines the factors and incentives that influence firms to identify international opportunities. Through a blend of theoretical insights, practical application, and case studies, students will explore the formulation implementation and evaluation of strategies that drive organisational success and competitive advantage. Emphasis will be placed on the intersection of management and marketing strategies, enabling students to develop holistic approaches to addressing complex business challenges.

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

Work Experience:

No work experience: Student is not undertaking work experience in industry.

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	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

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:

- Strategic management and strategic competitiveness
- The external environment: Opportunities, threats, industry competition, and competitor analysis
- The internal environment: Resources, capabilities, core competencies and competitive advantages
- Business-level strategy

- Corporate-level strategy
- Competitive Dynamics
- Strategic Marketing
- Merger and acquisition strategies
- International strategy
- Corporate governance
- Organisational structure and controls

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 large firm, including an analysis of the external and internal environment; an evaluation of the current business, corporate and international strategy; 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

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