

School / Faculty: Federation Business School

Course Title: STRATEGY AND MANAGEMENT OF CHANGE

Course ID: BUMGT5926

Credit Points: 15.00

Prerequisite(s): (At least 120 credit points from BUACC or BUECO or BUGEN or BUHEA or BUHRM or BULAW or BUMGT or BUMKT subject-area at any level)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080307

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
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 achieve sustained competitive advantage.
- K2.** Identify the relationships between strategy content, context and process and how strategies can be developed and implemented in the context of a changing global and local environment.
- K3.** Appraise the role played by the senior managers and company boards in diverse organisations and international settings and the importance of integrity
- K4.** 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 shareholder value.

Skills:

- S1.** Apply theoretical knowledge within diverse organisational and environmental contexts to prepare and present business strategies for achieving business competitiveness

Course Outline (Higher Education)

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- S2.** Research and synthesise industry, macro and global environment related secondary data and interpret the findings to make informed strategic decisions, including within novel and complex settings
- 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

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.

Course Content:

Topics may include:

- Nature of strategy in the 21st century. Topics include:
internal and external drivers of strategic decisions, critical issues in strategy, and corporate governance, ethics and sustainable development
- Generating Strategic options. Topics include:
strategy processes and approaches to choice of strategies, management of uncertainty in strategy and scenario planning
- Corporate Strategy and the scope of the enterprise. Topics include:
the role of knowledge management and leveraging competences; mergers, alliances, networks and partnerships; and globalisation
- Strategic failure, renewal and change. Topics include:
the challenge of the 'new economy', hyper-competition, and managing and leading change

Values and Graduate Attributes:

Values:

- V1.** Appreciate the importance of strategic management in the context of increasing uncertain and complex 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:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Knowledge, skills and competence	Emphasis will be given to making students aware that the theories and tools of strategic management evolve to address the issue of sustained competitive advantage of business in different macro and international environmental settings and that conscious effort must be expended to ensure currency in the discipline.	High
Critical, creative and enquiring learners	Students will be provided with knowledge and tools that enable them to prepare independent and reliable business strategies in workplace.	Medium
Capable, flexible and work ready	This course will assist students to work in a team to undertake research, analysis and synthesis for the second assessment task. The course will also assist graduates to be able to pursue a senior level management career which requires them to interact with diverse group of stakeholders.	High
Responsible, ethical and engaged citizens	The course will help students to understand and apply integrity and social responsibility principles in the development and implementation of strategies.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K4 S3 A1	Individual Case Study requiring analysis of company's internal and external environment, strategies, capabilities and competitiveness and the preparation of written responses.	Essay	10-20%
K2, K4 S1, S2, S4 A1, A2	Group work requiring development of a group charter that involves students from different cultural and professional backgrounds undertaking research and analysis of the external environmental trends and uncertainty and preparation of a scenario planning report.	Written report and presentation	30-40%
K1, K2, K3, K4 S2, S3 A1	Examination	Exam	40-60%

Adopted Reference Style:

APA