

Unit Outline (Higher Education)

Institute / School:	Institute of Innovation, Science & Sustainability
Unit Title:	Strategic Management
Unit ID:	BUMGT5976
Credit Points:	15.00
Prerequisite(s):	(At least 120 credit points from course BT9 or MN9 or ML9 or MK9 or MM9 or MM9.EL or MM9.HSM or MM9.IB or PQ9)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080301

Description of the Unit:

In today's increasingly complex, dynamic and uncertain environment, businesses are continuously looking for new means of gaining and maintaining sustainable competitive advantage. Strategic management concerns the long-term direction and scope of the business. Through case studies and stories about successful enterprises, in this unit students will learn about the value and application of business strategy. The unit equips students with 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. It focuses on building the capacity of current and future managers by identifying sources of superior business performance.

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

Work Experience:

No work experience

Placement Component:

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.** 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 an 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 business 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.

Unit Content:

Topics may include:

1. Opportunity Analysis Strategic development process
2. Business model design
3. Design thinking
4. Hypothesis-driven innovation - lean startup & agile innovation methodologies
5. Value proposition canvas, the lean canvas

6. Competitive Analysis: "outside-in" strategic planning process
7. Competitive Analysis: "inside-in" strategic planning process, Blue Ocean Strategy
8. Going Global: Strategies for competing in international markets
9. Transformational innovation: sustaining, disruptive and radical innovations
10. Managing paradox and contraindications
11. Lean business plan: financial, ethical and regulatory environments

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 at this level will demonstrate an advanced ability in a range of contexts to effectively communicate, interact and work with others both individually and in groups. Students will be required to display high level skills in-person and/or online in: <ul style="list-style-type: none"> • Using and demonstrating a high level of verbal and non-verbal communication • Demonstrating a mastery of listening for meaning and influencing via active listening • Demonstrating and showing empathy for others • High order skills in negotiating and conflict resolution skills • Demonstrating mastery of working respectfully in cross-cultural and diverse teams. 	Not applicable	Not applicable
FEDTASK 2 Leadership	Students at this level will demonstrate a mastery in professional skills and behaviours in leading others. <ul style="list-style-type: none"> • Creating and sustaining a collegial environment • Demonstrating a high level of self-awareness and the ability to self-reflect and justify decisions • Inspiring and initiating opportunities to lead others • Making informed professional decisions • Demonstrating initiative in new professional situations. 	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	Students at this level will demonstrate high level skills in working 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 to generate and consider complex ideas and concepts at an abstract level • Analysing complex and abstract ideas, concepts and information • Communicate alternative perspectives to justify complex ideas • Demonstrate a mastery of challenging conventional thinking to clarify complex concepts • Forming creative solutions in problem solving to new situations for further learning. 	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 4 Digital Literacy	Students at this level will demonstrate the ability to work competently across a wide range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: • Mastering, exploring, evaluating, managing, curating, organising and sharing digital information professionally • Collating, managing complex data, accessing and using digital data securely • Receiving and responding professionally to messages in a range of professional digital media • Contributing competently and professionally to digital teams and working groups • Participating at a high level in digital learning opportunities.	Not applicable	Not applicable
FEDTASK 5 sustainable and Ethical Mindset	Students at this level will demonstrate a mastery of considering and assessing the consequences and impact of ideas and actions in enacting professional ethical and sustainable decisions. Students will be required to display skills in: • Demonstrate informed judgment making that considers the impact of devising complex solutions in ambiguous global economic environmental and societal contexts • Professionally committing to the promulgation of social responsibility • Demonstrate the ability to evaluate ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Communicating lifelong, life-wide and life-deep learning to be open to the diverse professional others • Generating, leading and 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, K3, K4, S3, A1	Assess core principles and theories and apply associated analytical frameworks	Case Analysis	10-20%
K1, K3, K4, S3, A1	Group Presentation - pitching your business venture and making strategic choice	Group Presentation	30-40%
K1, K2, K3, K4, S1, S2, S4, S5, A1, A2, A3	Report: Business model innovation: Opportunity and competitive analysis using a range of approaches	Assignment/Report/Essay	40-50%

Adopted Reference Style:

APA ()

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

Fed Cite - [referencing tool](#)