



# MGMT19128 *Strategy and Change*

## Term 1 - 2018

Profile information current as at 20/04/2024 01:37 am

All details in this unit profile for MGMT19128 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

Strategy and Change is a capstone unit in the Bachelor of Business. Organisational strategy and change is increasingly becoming important in a highly competitive business environment. In this capstone unit, you will explore the process used in strategy formulation and implementation and consider how decisions are made to effectively implement change. You will assess how internal and external pressures influence decision making and the subsequent formulation and implementation of strategy and change in a range of different types of organisations. The unit examines how organisations align resources in setting strategy and mechanisms deployed to review performance. You will also gain insights on the importance of risk management in strategy implementation and change process.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Completion of 48 credit points in first year of study

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 1 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- Rockhampton
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Case Study**

Weighting: 40%

#### 2. **Presentation and Written Assessment**

Weighting: 60%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Have your say survey

**Feedback**

The feedback for the group assessment was confusing to access due to the change in system (using turn it in to give comments)

**Recommendation**

Provide specific instructions on how students can view feedback in Turn-it-in.

#### Feedback from Have your say survey

**Feedback**

Assessment format. 60% on one assessment item was felt to add too much pressure.

**Recommendation**

Provide more guidance for last assessment so that students feel confident to do this piece of assessment well.

#### Feedback from Have your say survey

**Feedback**

Need more tutorial materials.

**Recommendation**

Provide more tutorial materials for students. Utilise online forums where the distance students can discuss the tutorial activities with other students.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Analyse strategy, planning and decision making processes in organisations
2. Evaluate and identify internal and external pressures that inform strategy and change to the business model
3. Undertake scenario analysis, assess risks, and align resources to achieve key priorities
4. Assess how organisations use strategy in change management process
5. Analyse how performance targets and key measures are set, monitored and improved at organisational, functional and individual level.



## Textbooks and Resources

### Textbooks

MGMT19128

#### Prescribed

##### **Strategic Management: Awareness and Change**

Edition: 8th (2017)

Authors: John Thompson, Jonathan M. Scott, Frank Martin

Cengage Learning EMEA

Andover, Hampshire, United Kingdom

ISBN: 9781473726338

Binding: Paperback

#### Additional Textbook Information

To avoid shipping delays and pressure on your budget, purchase the vital source (web and cross platform apps) eText direct from Cengage Learning (<https://cengage.com.au/product/title/strategic-management/isbn/9781473726338>). However, if you prefer a paper book, then they are available at the CQUni Bookshop (<http://bookshop.cqu.edu.au>).

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Saalem Sadeque** Unit Coordinator

[s.sadeque@cqu.edu.au](mailto:s.sadeque@cqu.edu.au)

## Schedule

### Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
What is strategy and who is involved?	Chapter 1 Thompson, Scott & Martin; & online resources	

### Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
The business model and the revenue model	Chapter 2 Thompson, Scott & Martin; & online resources	

### Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Strategic purpose: Vision and mission of the organisation	Chapter 3 Thompson, Scott & Martin; & online resources	

<b>Week 4 - 26 Mar 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
External analysis of the organisation	Chapter 4 Thompson, Scott & Martin; & online resources	
<b>Week 5 - 02 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Internal analysis of the organisation	Chapter 5 Thompson, Scott & Martin; & online resources	
<b>Vacation Week - 09 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
VACATION WEEK	VACATION WEEK	VACATION WEEK
<b>Week 6 - 16 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
The dynamics of competition	Chapter 6 Thompson, Scott & Martin; & online resources	
<b>Week 7 - 23 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Creating and formulating strategy	Chapter 8 Thompson, Scott & Martin; & online resources	<b>Case Study</b> Due: Week 7 Friday (27 Apr 2018) 11:55 pm AEST
<b>Week 8 - 30 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Strategic planning	Chapter 9 Thompson, Scott & Martin; & online resources	
<b>Week 9 - 07 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Strategic control and measuring success	Chapter 11 Thompson, Scott & Martin; & online resources	
<b>Week 10 - 14 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Strategy implementation and structure	Chapter 14 Thompson, Scott & Martin; & online resources	
<b>Week 11 - 21 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Culture and values of the organisation	Chapter 7 Thompson, Scott & Martin; & online resources	
<b>Week 12 - 28 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Leading and managing change	Chapter 15 Thompson, Scott & Martin; & online resources	<b>Strategic Plan and Presentation</b> Due: Week 12 Thursday (31 May 2018) 11:55 pm AEST
<b>Review/Exam Week - 04 Jun 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Exam Week - 11 Jun 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

## Assessment Tasks

# 1 Case Study

## Assessment Type

Case Study

## Task Description

The assessment involves the application of strategic management theories, concepts and tools covered up to week 6 to analyse a case. This is an individual assessment with a maximum of 1500 words to be written in a business report format. Your submission should use a combination of at least 10 (ten) academic journal and textbook references. Please upload the assessment through the appropriate Moodle link. Assessment must be uploaded as a .doc or .docx file (word file).

Any assessment with a 'Turnitin' score of more than 25% will be checked by the marker and unit coordinator for potential plagiarism issue although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

## Assessment Due Date

Week 7 Friday (27 Apr 2018) 11:55 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 1 per day unless an approved extension has been granted)

## Return Date to Students

Week 9 Friday (11 May 2018)

## Weighting

40%

## Assessment Criteria

Provide a good executive summary and a brief introduction to the company and the case (5 marks)

Demonstrate an understanding of the external forces influencing the company (5 marks)

Demonstrate an understanding of the internal forces influencing the company (5 marks)

Analyse whether the company's internal environment is well adjusted to cope with external change in the industry and in its environment (10 marks)

Integrate findings from theoretical and empirical research (10 marks)

Report format and writing (3 marks)

Citation and Reference list (2 marks)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 1 for every 100 words over the allowed 1500 words limit)

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

## Submission Instructions

Submit through the assessment 1 submission link in the unit's Moodle page

## Learning Outcomes Assessed

- Undertake scenario analysis, assess risks, and align resources to achieve key priorities
- Assess how organisations use strategy in change management process
- Analyse how performance targets and key measures are set, monitored and improved at organisational, functional and individual level.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Team Work
- Information Technology Competence
- Cross Cultural Competence

# 2 Strategic Plan and Presentation

## Assessment Type

Presentation and Written Assessment

## Task Description

Assessment 2 is about formulating future strategic plan (maximum 2000 words) for a company. You will have to choose one company from the five options listed for this assessment (see below).

1. Tigerair Australia
2. Billabong
3. Dymocks
4. Beyond Blue
5. Company that you work for (this option needs unit coordinator's approval)

Your submission should use a combination of at least 10 (ten) academic journal and textbook references. Please upload the assessment through the appropriate Moodle link. The written part of the assessment must be uploaded as a .doc or .docx file (word file). The presentation part must be uploaded as .ppt or .pptx with voice over.

Any assessment with a 'Turnitin' score of more than 25% will be checked by the marker and unit coordinator for potential plagiarism issue although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

**For students enrolled in the local campuses:** This assessment will be a team effort. Your campus lecturer/tutor will help organise you in a team of 3 members (max.) by Week 3. You are to select a team leader for your group. The objectives of the team-based assessment are to enable you to develop your communication and interpersonal skills, achieve cross-cultural understanding, strengthen your critical and rational thinking abilities and learning and enjoy different perspectives on the same topic. It is expected that you will be attending lectures regularly and work on this assessment in your group in class with guidance from the local lecturer. Therefore, regular attendance is required in order to do well in this assessment. Your group is required to prepare PowerPoint slides with voiceover (5 minute maximum) in addition to the written report. Only the team leader from each group is required to submit both the report and presentation in Moodle. For hints on how to convert a PowerPoint slide to a presentation with voice over, please view the link given. *Adding Voice Over to PowerPoint Presentations in 5 Easy Steps:*

<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>

**For distance education (Flex) students:** You can complete this assessment either individually or in a group (not more than 3 members). You can use the Moodle forum to find group members. Please inform the Unit Co-ordinator of your group membership by the end of Week 4. You are required to prepare PowerPoint slides with voiceover (5 minute maximum) in addition to the written report. If working in a group, then only one person from the group is required to submit both the report and presentation in Moodle. For hints on how to convert a PowerPoint slide to a presentation with voice over, please view the link given. *Adding Voice Over to PowerPoint Presentations in 5 Easy Steps:*

<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>

## Assessment Due Date

Week 12 Thursday (31 May 2018) 11:55 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 2 per day unless an approved extension has been granted)

## Return Date to Students

The return of graded submissions and feedback occurs after the certification of grade day.

## Weighting

60%

## Assessment Criteria

Demonstrates an understanding and application of strategic management concepts (15 marks)

Ability to identify the key issues facing the company (10 marks)

Development of a sound strategic plan (15 marks)

Integrates theoretical and empirical research in writing (10 marks)

Report format and writing (3 marks)

Citation and Reference list (2 marks)

Presentation (5 marks)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 2 for every 100 words over the allowed 2000 words limit)

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online Group

## Submission Instructions

Only one person to submit from group. Submit through the assessment 2 submission link in the unit's Moodle page.

## Learning Outcomes Assessed

- Analyse strategy, planning and decision making processes in organisations
- Evaluate and identify internal and external pressures that inform strategy and change to the business model
- Undertake scenario analysis, assess risks, and align resources to achieve key priorities



- Analyse how performance targets and key measures are set, monitored and improved at organisational, functional and individual level.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### **What is a breach of academic integrity?**

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### **Why is academic integrity important?**

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### **Where can I get assistance?**

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### **What can you do to act with integrity?**



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem