MGMT19128 *Strategy and Change*
Term 2 - 2024

Profile information current as at 13/05/2024 06:24 am

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 2 - 2024

- Brisbane
- Melbourne
- Online
- 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

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.

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 Student evaluations

Feedback

The recorded lectures from Malcolm Johnson were effective / fantastic

Recommendation

Maintain currency of material by incorporating discussion of emerging strategic issues faced by companies in Australia

Feedback from Student evaluations

Feedback

This unit truly teaches business strategy and strategic thinking. Further, many other business concepts are thoroughly covered.

Recommendation

Continued alignment of weekly topics with supporting discussion of business media coverage adds value and relevance.

Feedback from Student evaluations

Feedback

The lecturer was very good at explaining what is expected and easy to approach with any queries. Weekly workshops were very helpful as well - very relevant and current.

Recommendation

Engaged participation in workshops is a valuable way to extract the most out of a unit. Raising questions for discussion adds value and interest.

Feedback from Student evaluations

Feedback

The unit coordinator made attending this subject very rewarding in terms of skills and knowledge learnt from the unit. Every week he facilitated interesting and engaging workshop discussions that helped us to understand the content.

Recommendation

The unit lends itself to applied discussion and critical analysis of real-world strategic issues. Everyone's contribution is respected and encouraged.

Feedback from Student evaluations

Feedback

Moodle was easy to follow in regards to what was needed each week.

Recommendation

The new Tile structure to suit access from multiple digital devices has been beneficial.

Feedback from Lecturer perspective

Feedback

The strategic concepts are best understood through discussion of real companies examined in the business media.

Recommendation

Strategic decisions reflect market conditions and competitive dynamics. It is essential that anyone taking this unit read and critically consider the business media reports throughout the Term. Workshop discussions follow the emerging issues that provide real-world relevance to strategic concepts.

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.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level   · Introductory Level   · Intermediate Level   · Graduate Level   · Professional Level   · Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Case Study - 40%			•	•	•
2 - Presentation and Written Assessment - 60%	•	•	•		•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•
3 - Critical Thinking	•	•	•	•	•
4 - Information Literacy					•
5 - Team Work	•	•	•	•	•
6 - Information Technology Competence	•	•			•
7 - Cross Cultural Competence		•	•	•	
8 - Ethical practice		•	•	•	
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Case Study - 40%	•	•	•		•	•	•			
2 - Presentation and Written Assessment - 60%	•	•	•	•	•	•	•	•		

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 17 June 2024

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.