

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MGMT19128 *Strategy and Change*

Term 1 - 2027

Profile information current as at 05/09/2026 07:44 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

An understanding of organisational strategy and change is essential in highly uncertain and competitive business environments. In this capstone unit, you will explore major conceptual frameworks in strategy and their relevance to developing a strategic plan for a specific case. You will develop an understanding of the processes used in strategy development and implementation. This will encompass an understanding of how internal and external pressures influence strategic decision making and any consequential changes likely to impact an organisation's business model. You will acquire skills to assess industry forces, undertake scenario analysis, and how to assess an organisation's capabilities and competencies to achieve competitive advantage. In the interconnected world of business, the unit concludes with an examination of how organisations might use alliances and other strategies of cooperation to grow in dynamically changing local and global markets.

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 business units

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 - 2027

- Brisbane
- Melbourne
- Online
- 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

Information for Class and Assessment Overview has not been released yet.
This information will be available on Monday 11 January 2027

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
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- 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 In class discussion

Feedback

Weekly workshops actively included business media coverage of emerging/ongoing strategic activities by companies. This links the value of conceptual frameworks to better understanding, even predicting, how companies might respond or shape competitive advantage.

Recommendation

It is really valuable to use the conceptual frameworks to cut through the complexity of competitive 'noise' in media coverage and annual reports. This critical discussion provides insights that are valuable to career progression.

Feedback from Conversation in workshop

Feedback

Limited preparation for workshops by some students causes frustration for other students who seek to maximise the value of informed discussion.

Recommendation

Students, particularly those working in industry, are interested in seeing how the conceptual insights might help them understand the complexity of strategic actions taken or proposed by their employers. To achieve this outcome, workshops will draw on current and past industry examples with preparatory discussion questions to highlight potential insights from relevant conceptual frameworks. Discussion questions will be posted on the weekly Tab. The payoff for prior preparation and active participation is typically reflected in improved critical thinking and higher grades.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 11 January 2027

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 11 January 2027

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 15 February 2027

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.