



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: Business Strategy in a Global Environment

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	3002	86070	1, 2009	EXT	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	3A
ASCED code:	080301

STAFFING

Examiner: Gerard Betros
Moderator: Michael Mills

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

SYNOPSIS

This course provides an integrative culmination to the development of student knowledge and skills presented in the earlier courses in his/her area of major study. It is specifically designed to provide students with a systematic approach to environmental analysis, strategic choice, enacting strategy in an increasingly complex, globalised business environment. The course focuses on management decision making from a business strategy viewpoint. The use of analytical tools and processes as a means of developing and improving managerial decision making is developed in this course. The study of business strategy should be seen as the capstone of a professional business education. Assessment is by written assignment and examination. Since this is an integrative course which draws on prior subject areas, it is advisable that students complete this course in the final year of their study.

OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. identify the functions and responsibilities of general management in addressing the factors which can affect the character and success of an enterprise (Assignment 1, Assignment 2)
2. demonstrate an ability to think through problems impacting on the total enterprise (Assignment 1, Assignment 2)

3. formulate and critically evaluate company's overall missions and objectives (Assignment 1, Assignment 2)
4. examine and conduct internal and external environmental analysis for a business organization (Assignment 1, Assignment 2)
5. critically evaluate the key issues and factors to consider when formulating, choosing and enacting business strategy (Assignment 1, Assignment 2)
6. initiate, formulate and implement a strategic business plan for an organization (Assignment 1, Assignment 2)
7. review strategic business planning related literature (Assignment 1, Assignment 2)
8. apply to real life companies and case situations the concepts, principles and theories covered in this course (Assignment 1, Assignment 2)
9. develop communication skills (Assignment 1, Assignment 2).

TOPICS

Description	Weighting (%)
1. Strategy and its purpose	5.00
2. The firm's mission and vision	15.00
3. Assessment of the external environment and forecasting methods	20.00
4. Internal analysis	20.00
5. Analysing and choosing a strategy	20.00
6. Strategy implementation	15.00
7. Strategy evaluation and control	5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

David, FR 2007, *Strategic management: concepts and cases*, 11th edn, Pearson Prentice Hall, Upper Saddle River, New Jersey.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

De Wit, B & Meyer, R 2004, *Strategy process, content, context: an international perspective*, Thomson Learning, London.

Fitzroy, P & Hulbert, J 2005, *Strategic management: creating value in turbulent times*, John Wiley & Sons, West Sussex, London.

Hill, CWL & Jones, GR 2007, *Strategic management theory: an integrated approach*, 7th edn, Houghton Mifflin, Boston, Massachusetts.

Hubbard, G 2007, *Strategic management, thinking, analysis and action*, 3rd edn, Pearson Education, Frenchs Forest, New South Wales.

Johnson, G, Scholes, K & Whittington, R 2007, *Exploring corporate strategy*, 7th edn, Financial Times Prentice Hall, Harlow, England.

Porter, ME 1985, *Competitive strategy*, Free Press, London.

Thompson, AA Jr, Strickland, AJ & Gamble, JE 2007, *Crafting and executing strategy: the quest for competitive advantage: concepts and cases*, 15th edn, McGraw-Hill/Irwin, Boston, Massachusetts.

Viljoen, J & Dann, S 2003, *Strategic management*, 4th edn, Prentice Hall, Frenchs Forest, New South Wales.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	45.00
Directed Study	80.00
Private Study	40.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1	30.00	30.00	03 Apr 2009
ASSIGNMENT 2	40.00	40.00	22 May 2009
2 HOUR EXAMINATION	30.00	30.00	END S1 (see note 1)

NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); calculators which cannot hold textual information (students must indicate on their examination paper the make and model of any calculator(s) they use during the examination); English translation dictionaries (but not technical dictionaries).
- 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 1 Assignments: (i) Assignments must be submitted electronically via methods as explained in the course materials (this may include uploading it electronically through USQConnect in the drop box), by 5.00pm AEST on the due date. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Students may apply for an extension before the due date. The authority for granting extensions rests with the relevant examiner. (iv) The examiner will normally only accept assessments that have been typed and submitted on an MSWord file with appropriate document name. (v) Assignments are often checked for any form of potential academic misconduct (including plagiarism) and students must ensure that they are fully informed about the relevant rules and regulations in this regard. (vi) In the event that a due date for an assignment falls on a local public holiday such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Word count on assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references

- or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
- 3 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. Details can be found at http://www.usq.edu.au/library/help/ehelp/ref_guides/harvard.htm and http://www.usq.edu.au/library/help/ehelp/ref_guides/harvardonline.htm.
 - 4 ALL assignments for this course must be submitted electronically, that is, uploaded via EASE on the course web site. Assignments should be labelled thus: SURNAME_Initial of First Name_Last three digits of Student Number. For example, SMITH_J_789.
 - 5 Assignments are to be submitted in Word or RTF only. PDF will be returned not marked.
 - 6 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. The following temporary grade may be awarded: IDM (Incomplete Deferred Make-up).

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