Course Specification

Description: Business Strategy

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT</td>
<td>3002</td>
<td>10110</td>
<td>1, 2002</td>
<td>ONC</td>
<td>1.00</td>
<td>TWMBA</td>
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</table>

Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080301

STAFFING
Examiner: Jared Young
Moderator: Graham Jocumsen

PRE-REQUISITES
Pre-requisite: ACC1101 or USQ51002

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. The course will introduce the student to the wider perspectives of the direction and general management of the enterprise by providing an introductory framework of business strategy as a field of study in business administration. 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. Please note, because 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
Completion of this course will enable students to:

- Identify the functions and responsibilities of general management in addressing the factors which affect the character and success of the total enterprise;
- Analyse the factors determining corporate strategy;
- Demonstrate an ability to think through problems impacting on the total enterprise;
- Apply appropriate business decision making techniques to implement corporate strategy;
- Develop the student's communication skills.
**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Strategy and Its Purpose</td>
<td>5.00</td>
</tr>
<tr>
<td>2. The Firm's Mission and Strategic Options</td>
<td>15.00</td>
</tr>
<tr>
<td>3. Internal Analysis</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Assessment of the External Environment</td>
<td>20.00</td>
</tr>
<tr>
<td>5. Analysing and Choosing a Strategy</td>
<td>20.00</td>
</tr>
<tr>
<td>6. Strategy Implementation</td>
<td>15.00</td>
</tr>
<tr>
<td>7. Strategy Evaluation and Control</td>
<td>5.00</td>
</tr>
</tbody>
</table>

**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at [http://bookshop.usq.edu.au](http://bookshop.usq.edu.au) by entering the author or title of the text.


Summers, J. & Smith, B., (eds), 2001 *Faculty of Business Communication Skills Handbook*, 4th edn, Faculty of Business, USQ, Toowoomba, Qld.

**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.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>45</td>
</tr>
<tr>
<td>Directed Study</td>
<td>80</td>
</tr>
<tr>
<td>Private Study</td>
<td>40</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1 (ALL STUDENTS)</td>
<td>75.00</td>
<td>75.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>ASSIGNMENT 2 (MKTG MAJOR ONLY)</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>2 HR EXAM (NON-MKTG MAJOR ONLY)</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>END S1</td>
</tr>
</tbody>
</table>

NOTES:

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. You will be notified of the official examination date following finalisation of the schedule.

OTHER REQUIREMENTS

1. Assignment 1: All students enrolled in MKT3002 to complete Assignment 1.
   Assignment 2: Marketing major students only complete Assignment 2. Examination:
   Non-marketing major students only to complete the examination. Details of
   assessments will be provided at the beginning of semester.

2. To be assured of a passing grade in this unit students will be required to obtain at
   least 50% for the assignment in aggregate; at least 50% in the final examination;
   and an overall mark of at least 50%. Final grades for the unit will be determined
   by the addition of the marks obtained in each assessment item, weighted as in the
   Assessment Details and by considering the students' level of achievement of the
   objectives of the unit. To be assured of B grade students will be required to obtain
   an overall mark of 65%. To be assured of an A grade students will be required to
   obtain an overall mark of 75%. To be assured of an HD grade students will be
   required to obtain an overall mark of 85%.

3. The due date for an assignment is the date by which a student must dispatch the
   assignment to the University, and is normally that defined in the relevant course
   specification. The onus is on the student to provide, if requested, proof of date of
   dispatch.
Students may apply for an assignment extension either by application through DEC before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Course Coordinator. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an {unforeseen} and an {uncontrollable} extenuating circumstance caused the delay, for example, unusual and unpredictable work or family commitments. If this statement and documentation does not show that unforeseen and uncontrollable extenuating circumstance were present for the days claimed, then the normal reduction in marks for a late assignment of 20 percent per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the Course Leader {before the date that the assignment is due}. Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. In the case of {an application for extension for medical reasons}, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment. In the case if {an application for extension for family/personal reasons}, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of {an application for extension for employment-related reasons}, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment.

Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

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.