**Description: Strategic Management**

<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>
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<td>38226</td>
<td>3, 2004</td>
<td>ONC</td>
<td>1.00</td>
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**Academic group:** FOBUS  
**Academic org:** FOB003  
**Student contribution band:** 2  
**ASCED code:** 080307

**STAFFING**

Examiner: Gerard Betros  
Moderator: Bruce Millett

**OTHER-REQUISITES**

Pre-requisite: Unless special circumstances have been approved by the Director of Post Graduate Studies, the student must have successfully completed a minimum of six courses of study before enrolling in this course.

**SYNOPSIS**

As students draw closer to meeting the full requirements for graduating from the course, it is absolutely essential that they have the opportunity to integrate and synthesise the knowledge and competencies developed to date in relation to their professional and managerial responsibilities. This course allows students to identify and articulate the strategic issues that organisations are confronting. Students will be able to draw upon some of the critical concepts, techniques and information from other courses studied in order to develop informative and comprehensive responses to some of the key questions encountered in the strategic management of an organisation. This course provides a framework for analysis and integration by focusing attention on the development of an organisation's strategic directions, strategic capabilities and internal and external dynamics.

**OBJECTIVES**

On completion of this course students will be able to:

1. apply the processes of business strategy development, evaluation and selection to a case organisation;
2. articulate and discuss some of the contemporary issues in strategic management; and
3. understand strategic planning as an organisational learning process.
TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Strategic Management: The Art and Science of Strategic Learning</td>
<td>20.00</td>
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<tr>
<td>2. Contemporary Issues in Strategic Management</td>
<td>20.00</td>
</tr>
<tr>
<td>3. Strategic Analysis and Choice</td>
<td>30.00</td>
</tr>
<tr>
<td>4. Strategy in Action</td>
<td>30.00</td>
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</table>

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).


(Students are required to purchase the text and cases edition as opposed to the text only edition.)

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.


Hill, CWL, Jones, GR & Galvin, P 2004, Strategic management: an integrated approach, John Wiley & Sons Australia Ltd, Milton, Queensland.


(An imprint of Pearson Education)

STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Assessment</td>
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<td>Directed Study</td>
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<td>Others</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
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<td>ASSIGNMENT</td>
<td>40.00</td>
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<tr>
<td>3 HOUR EXAMINATION</td>
<td>60.00</td>
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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:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.

2. Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks gained by the student for the assignment will apply for each working day late.

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% in each of the summative assessments and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks obtained for each of the summative assessment items in the course.

6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination. Students are not permitted to take mobile telephones, pagers or other electronic means of communication into the examination room.

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 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (ii) Students must retain a copy of each item 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 or include an 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 Examiner. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) In the event that a due date for an assignment falls on a local public holiday in their area, 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.

OTHER REQUIREMENTS

1 Unless special circumstances have been approved by the Director of Postgraduate Studies, the student must have successfully completed a minimum of 6 courses of study before enrolling in this subject.