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>
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<tbody>
<tr>
<td>MKT</td>
<td>3002</td>
<td>40113</td>
<td>1, 2005</td>
<td>ONC</td>
<td>1.00</td>
<td>Toowoomba</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080301

STAFFING
Moderator: Les Brown

REQUISITES
Pre-requisite: ACC1101 and MKT1001

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 logical, systematic approach to formulating, implementing and evaluating business strategy. The course focuses on management decision making from a corporate 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
Completion of this course will enable students to:
1. identify the functions and responsibilities of general management in addressing the factors which can affect the character and success of an enterprise;
2. demonstrate an ability to think through problems impacting on the total enterprise;
3. formulate and critically evaluate company's overall missions and objectives;
4. examine and conduct internal and external environmental analysis for a business organization;
5. critically evaluate the key issues and factors to consider when formulating, implementing and evaluating business strategy;
6. initiate, formulate and implement a strategic business plan for an organization;
7. review strategic business planning related literature;
8. apply to real life companies and case situations the concepts, principles and theories covered in this course;
9. develop communication skills; and
10. know how to use qualitative and quantitative methods.

**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 Vision</td>
<td>15.00</td>
</tr>
<tr>
<td>3. Assessment of the External Environment and Forecasting Methods</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Internal Analysis</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>
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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).

MKT3002 study package available from the USQ Bookshop.


(revised & updated 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.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Assessment</td>
<td>45.00</td>
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<tr>
<td>Directed Study</td>
<td>80.00</td>
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<tr>
<td>Private Study</td>
<td>40.00</td>
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</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>20.00</td>
<td>20.00</td>
<td>24 Mar 2005</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>50.00</td>
<td>50.00</td>
<td>06 May 2005</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>30.00</td>
<td>30.00</td>
<td>END S1 (see note 1)</td>
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</table>

**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 you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

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

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 50% 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 attempt all of the summative assessment items, achieve at least 50% in the examination, achieve an aggregated mark
of at least 50% in the total marks allocated for the assignments, 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 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 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 assignment 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. 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% per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the Examiner 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 Examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the commcourse 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 of 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.

2 Course Weightings: 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. The examination may test material already tested in assignments.

3 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.

4 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. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).