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>62991</td>
<td>1, 2007</td>
<td>ONC</td>
<td>1.00</td>
<td>Fraser Coast</td>
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</table>

Academic group: FOBUS
Academic org: FOB003
Student contribution band: 2
ASCED code: 080301

STAFFING
Examiner: Gerard Betros
Moderator: Bruce Millett

REQUISITES
Pre-requisite: MKT1001 and MGT1000

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/handbook/current/busgeninfo.html

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
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, Examination)
2. demonstrate an ability to think through problems impacting on the total enterprise (Assignment 1, Assignment 2, Examination)
3. formulate and critically evaluate company's overall missions and objectives (Assignment 1, Assignment 2, Examination)
4. examine and conduct internal and external environmental analysis for a business organization (Assignment 1, Assignment 2, Examination)
5. critically evaluate the key issues and factors to consider when formulating, implementing and evaluating business strategy (Assignment 1, Assignment 2, Examination)
6. initiate, formulate and implement a strategic business plan for an organization (Assignment 1, Assignment 2, Examination)
7. review strategic business planning related literature (Assignment 1, Assignment 2, Examination)
8. apply to real life companies and case situations the concepts, principles and theories covered in this course (Assignment 1, Assignment 2, Examination)
9. develop communication skills (Assignment 1, Assignment 2, Examination)
10. know how to use qualitative and quantitative methods (Assignment 1, Assignment 2, Examination).

**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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</tbody>
</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.


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>
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<tr>
<td>Directed Study</td>
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<tr>
<td>Private Study</td>
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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>02 Apr 2007</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>50.00</td>
<td>50.00</td>
<td>16 May 2007</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>30.00</td>
<td>30.00</td>
<td>END S1</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.

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 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 submit all of the assessment
items, achieve at least 50% for the examination and 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
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

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 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).

5 ALL assignments for this course must be submitted electronically, that is, uploaded via the course website. Assignments should be labelled thus: SURNAME_Initial of First Name_Last three digits of Student Number and finally Assignment Number. For example, SMITH_J_789_Ass1.

6 Assignments are to be submitted in Word or RTF only. PDF will be returned not marked.

OTHER REQUIREMENTS

1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book* and Study Book/s*; audio CD (compact disc)*; and course Website accessible via USQConnect. *part of the study package available from the USQ Bookshop