

# BUSM 7088 STRATEGIC MANAGEMENT

**Credit Points** 10

**Legacy Code** 200794

**Coordinator** Mahesh Enjeti ([https://directory.westernsydney.edu.au/search/name/Mahesh Enjeti/](https://directory.westernsydney.edu.au/search/name/Mahesh%20Enjeti/))

**Description** Strategic Management integrates business functional knowledge. The practical approach provides opportunities to use a range of strategic analysis tools and to engage in problem-solving (individually and collaboratively). Simulated strategic decision-making that includes data interpretation and generating options requires exercise of communication, research, and information literacy capabilities. This subject will allow MBA graduates to interpret data, generate strategic options and contribute to strategic decision-making in a number of organisational contexts.

**School** Business

**Discipline** Business Management

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** BUSM 7104 - Strategic Analysis and Decision Making

## Restrictions

This is an integrated studies subject. Students must have successfully completed 70 credit points. Students must be enrolled in 2755 Master of Business Administration, 2757 Graduate Certificate in Business Administration, 2762 Executive Master of Business Administration.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Outline the development of strategy theory and practice;
2. Practice the skill of situational analysis using the insights gained from applying different theoretical lenses;
3. Apply knowledge from a range of functional disciplines in the interpretation of scenarios and the identification of options thus relating learning from other units in the MBA degree;
4. Develop an appreciation of the dynamic and contested nature of strategic management processes in organisational and industry contexts;
5. Critique the limitations of frequently cited theoretical explanations for organisation success and failure;
6. Analyse contemporary developments and practice in the field of strategy in the form of self-directed research (such as sustainability, governance, risk, ethics and innovation);
7. Critically reflect on strategic management as a process given the iterative and complex relationships between strategy, culture, ethics, structure, resources and environment.

## Subject Content

- introduction to strategy
- strategic analysis (case method and tools of analysis)

- Theories of the firm [Industrial Organisation (I/O), Process Perspectives (OS), Resources Based Views (RBV)]
- contemporary Developments including knowledge based views (KBV) and integrated Models
- content of strategy (corporate, business, Network, international)
- contexts of strategy (organisational, international, industry)
- purpose (strategic reasoning, social responsibility, corporate mission and sustainability)
- Introduction to Strategy
- Strategic Analysis (Case Method and tools of analysis)
- Theories of the firm [Industrial Organisation (I/O), Process Perspectives (OS), Resources Based Views (RBV)]
- Contemporary developments including knowledge based views (KBV) and integrated models
- Content of Strategy (Corporate, Business, Network, International)
- Contexts of Strategy (Organisational, International, Industry)
- Purpose (Strategic Reasoning, Social Responsibility, Corporate Mission and Sustainability)

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type                                            | Length                        | Percent | Threshold | Individual/<br>Group Task |
|-------------------------------------------------|-------------------------------|---------|-----------|---------------------------|
| Case analysis report - Individual Case Analysis | 1,000 words                   | 30      | N         | Individual                |
| Report based on case study - Group work report  | 1,500 words plus presentation | 30      | N         | Group                     |
| Final Exam                                      | 2 hrs                         | 40      | Y         | Individual                |

## Prescribed Texts

- A collation of readings will be provided
- Bob De Wit (2017) Strategy: An International Perspective 6th Ed. Cengage Learning Hampshire, UK. [ISBN 9781473725157 Edition 6]