

# BUSM 3069 STRATEGIC MANAGEMENT

**Credit Points** 10

**Legacy Code** 200587

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

**Description** This subject explores the nature and essence of strategy and how this is created in various organisational, industry and economic contexts. The complexity of the strategy process, content and context means that there is not one clear position on strategy. The impact of this complexity on managers seeking to develop a strategic thinking capability is examined. The paradoxes and debates in the field of strategy are explored in an effort to understand the concept of sustainable competitive advantage. Students will utilise the theoretical knowledge presented in a dialectical enquiry framework to undertake strategic analysis, and develop a selection of strategic options, for case study scenarios and in a team strategy simulation.

**School** Business

**Discipline** Organisation 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** Undergraduate Level 3 subject

**Pre-requisite(s)** BUSM 1038 OR  
BUSM 1008 OR  
BUSM 1019

**Equivalent Subjects** LGYC 0040 - Strategic Management

## Learning Outcomes

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

1. Explain the impact of key elements of leadership, people and organisational culture in the formulation and implementation of strategy;
2. Apply contrasting theoretical approaches to strategic management;
3. Reflect on the strengths and weaknesses of various approaches to strategic development;
4. Utilise the theoretical knowledge presented to undertake strategic analysis, and develop a selection of strategic planning options, for case study scenarios and a strategy simulation;
5. Formulate strategic planning implementation strategies based on an understanding of sustainable competitive advantage linked to key industry, environmental and organisational constraints.

## Subject Content

1. Strategy process, content and context linked to sustainable competitive advantage
2. Strategic thinking capability
3. Strategic formulation and the setting of patterns for action
4. Strategic change and organisational fit
5. The industry context and business level strategy
6. Organisational context and purpose
7. Corporate level strategy

8. Network level strategy

9. Strategy in the international context

## 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/ Group Task	Mandatory
Case Study	1,500 words plus appendices	30	N	Individual	Y
Report	Part 1: 2,000 words (25%) Part 2: 15 minute presentation (15%)	40	N	Group	Y
Final Exam	2 hours	30	Y	Individual	Y

## WSU Online

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/ Group Task	Mandatory
Case Study	1,500 words plus appendices	30	N	Individual	Y
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Final Exam	2 hours	30	Y	Individual	Y

Prescribed Texts

- Bob de Wit 2025 Strategy: An International Perspective, 8th Edition eTextbook: Strategy: An International Perspective ISBN-10: 1473793025 ISBN-13: 9781473793026

Teaching Periods

## WSU Online TRI-2 (2025)

### Wsu Online

#### Online

**Subject Contact** Marion Cornish ([https://directory.westernsydney.edu.au/search/name/Marion Cornish/](https://directory.westernsydney.edu.au/search/name/Marion%20Cornish/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3069\\_25-OT2\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3069_25-OT2_OW_2#subjects))

## Spring (2025)

### Bankstown City

#### On-site

**Subject Contact** Marion Cornish ([https://directory.westernsydney.edu.au/search/name/Marion Cornish/](https://directory.westernsydney.edu.au/search/name/Marion%20Cornish/))

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### Campbelltown

#### On-site

**Subject Contact** Marion Cornish ([https://directory.westernsydney.edu.au/search/name/Marion Cornish/](https://directory.westernsydney.edu.au/search/name/Marion%20Cornish/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3069\\_25-SPR\\_CA\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3069_25-SPR_CA_1#subjects))

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Marion Cornish ([https://directory.westernsydney.edu.au/search/name/Marion Cornish/](https://directory.westernsydney.edu.au/search/name/Marion%20Cornish/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3069\\_25-SPR\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3069_25-SPR_PC_1#subjects))

## Sydney City Campus - Term 3 (2025)

### Sydney City

#### On-site

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3069\\_25-SC3\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3069_25-SC3_SC_1#subjects))