

BUSM 7086 STRATEGIC BUSINESS MANAGEMENT

Credit Points 10

Legacy Code 200841

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

Description This unit critically examines strategic management processes in various business, industry and economic contexts. Students actively participate in experiential learning focussing on strategic leadership, visioning, situation analysis, objective setting and evaluation. Students apply current strategy models and theories to solving industry-specific problems and scenarios. The teaching methods are application-oriented using a variety of engaging technologies and media which simulate real-world strategic problem-solving.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business or Information and Communications Technology program or be enrolled in program 3748 Master of Information Governance, 3772 Graduate Diploma in Protected Cropping or 3773 Graduate Certificate in Protected Cropping

Learning Outcomes

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

1. Evaluate the impact of the key elements of strategic leadership, ethics and corporate social responsibility in the formation of strategy;
2. Critically reflect on the strengths and weaknesses of various approaches to the strategic management process;
3. Synthesise theoretical knowledge in undertaking strategic analysis;
4. Create strategies using models and theories of sustainable competitive advantage.

Subject Content

- introduction to theoretical approaches to strategic management processes that contribute to competitive advantage
- strategic thinking and analysis
- strategic formation and The setting of patterns for action
- measures of business performance
- The industry context
- business level strategy
- Network level strategy
- growth strategies in A multi-business context
- Introduction to theoretical approaches to strategic management processes that contribute to competitive advantage
- Strategic thinking and analysis
- Strategic formation and the setting of patterns for action
- Measures of business performance
- The industry context
- Business level strategy
- Network level strategy

- Growth strategies in a multi-business 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.

Item	Length	Percent	Threshold	Individual/Group Task
Report	1,500 words	30	N	Individual
Report (on simulation), peer moderated (30%), and presentation (10%)	1,500 words and 15 minutes	40	N	Group
Final examination	2 hours	30	Y	Individual

Prescribed Texts

- De Wit, R 2020 Strategy: An International Perspective, 7th ed., Cengage Learning EMEA, Hampshire UK. ISBN: 978-1-4737-6585-6 (softback)
- Hitt, M. A., Ireland, R. D., Hoskisson, R. E. (2017). Strategic Management: Concepts and Cases: Competitiveness and Globalization, 12e, 12th Edition. Cengage Learning

Teaching Periods

Quarter 4

Parramatta City - Macquarie St Evening

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7086_22-Q4_PC_E#subjects)

Sydney City Campus Quarter 4 Sydney City

Day

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/even/timetable/?subject_code=BUSM7086_22-SQ4_SC_D#subjects)