This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
<table>
<thead>
<tr>
<th><strong>Unit code</strong></th>
<th>BZ679</th>
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<tbody>
<tr>
<td><strong>Unit name</strong></td>
<td>Strategic Management</td>
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</table>
| **Associated higher education awards** | Graduate Diploma in Management  
Master of Business Administration |
| **Duration** | One semester |
| **Level** | Postgraduate |
| **Unit coordinator** | Dr Nelson Ndubisi |
| **Lecturer** | Dr Nelson Ndubisi |
| **Core/elective** | Elective |
| **Weighting** | Unit credit points: 10  
Total course credit points:  
Graduate Diploma in Management → 80  
Master of Business Administration → 120 |
| **Student workload** | External  
Directed study hours per week: 6  
Personal study hours per week: 4  
Total workload hours per week: 10  
Total hours per unit: 150 |
| **Delivery mode** | External |
| **Pre-requisites/co-requisites/restrictions** | **Prerequisite**  
40 credit points, including BZ500 |
| **Professional registration requirements** | Nil |
| **Rationale** | This unit emphasises the importance of basing management decisions on a strategic view of organisations. Strategic management aims to integrate the various functional areas of business and look at the problems of business from the point of view of the enterprise as a whole, including its environment.  
This unit contributes to the overall course aims by equipping students to integrate management skills with Christian values, and to apply their knowledge and skills to analyse, evaluate, formulate and implement business strategies. |
### Recommended readings

**Books**


**Journals and Periodicals**

- *Journal of Business Strategies* (Huntsville: Center for Business and Economic Research.)
- *Journal of Managerial Issues* (Pittsburgh State University - Department of Economics.)

In addition to the resources above, students should have access to a Bible, preferably a modern translation such as The Holy Bible: The New International Version 2011 (NIV 2011) or The Holy Bible: New King James Version (NKJV).

These and many other translations may be accessed on-line at [http://www.biblegateway.com](http://www.biblegateway.com). The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.

### Specialist resource requirements

The 2016 Missional Business Conference replaces all lectures for Business units in the week 25-28th August. Internal, undergraduate students enrolled in a School of Business unit are required to attend while external and postgraduate students are invited and encouraged to come. There is no additional cost to School of Business students. Internal students who cannot attend owing to circumstances beyond their control must submit a written request for a waiver of attendance with supporting documentation such as a medical certificate.

### Content

1. Overview of strategic management
2. Articulating Vision, Mission and Values
3. Analysing and evaluating the environment
4. Analysing and evaluating the organisation
5. Corporate-level strategy
6. Business-level strategy
7. Functional-level strategy
8. International strategy
9. Turnaround strategy
10. Implementing and monitoring strategy: Systems and structure
11. Implementing and monitoring strategy: Leadership, people and culture
12. Implementing strategy: Change management
13. Analysing and evaluating strategic performance
### Learning outcomes

On completion of this unit, students should be able to:

1. Critically review concepts of corporate strategic planning and strategic management.
2. Analyse routine and complex corporate issues and problems using relevant organisational theory and empirical literature.
3. Evaluate competing corporate strategies.
4. Integrate knowledge of various business subject areas in the planning and strategic management of organisations.
5. Incorporate Biblical Christian worldview into technical and theoretical knowledge in business communication and media management, with particular emphasis on ethical standards and principles of missional business.
6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.

### Assessment tasks

Students must submit a reasonable attempt at all assessment items. A reasonable attempt will normally be indicated by a minimum of 40% of the total possible marks for that assessment item.

**Task 1:** Essay
- Word Length/Duration: 1200 words
- Weighting: 20%
- Learning Outcomes: 1, 4, 5, 6
- Assessed: Y - 2016, S - 2, W - 6

**Task 2:** Business report (Industry analysis)
- Word Length/Duration: 3000 words plus supporting data
- Weighting: 40%
- Learning Outcomes: 1-6
- Assessed: Y - 2016, S - 2, W - 11

**Task 3:** Business case study
- Word Length/Duration: 3000 words plus supporting data
- Weighting: 40%
- Learning Outcomes: 1-6
- Assessed: Y - 2016, S - 2, W - 15

### Unit summary

The unit develops the concepts in strategic management, and covers the following major topics: the concept of corporate strategy, the fundamentals of strategic analysis; and the formulation, development and implementation of strategy. This unit is taught with major emphases on case study, analysis and evaluation of business strategy.