UNSW Course Outline

COMM5010 Strategy, Marketing and Management - 2024

Published on the 28 Jan 2024

General Course Information

Course Code : COMM5010
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : UNSW Business School
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

Useful Links

[Handbook](#) [Class Timetable](#)

Course Details & Outcomes

Course Description

This course is designed as a capstone core course in the Master of Commerce program. The course addresses perspectives from core and disciplinary courses in the MCom. It aims to provide students with broad business competencies and skills in developing strategic objectives

for creating, maintaining, developing and capturing value for organisations and enhancing competitive advantage. It draws on knowledge and skills from completed courses in their study plans in addressing the Program Learning Goals of the Master of Commerce degree.

The course seeks to: a) integrate knowledge and skills in a framework for conceptualising, developing and implementing corporate and business strategy drawing on key concepts in marketing and organisational capabilities; b) synthesise knowledge from alternative perspectives and generate critical thinking and problem-solving skills in developing and implementing strategy; and c) engender critical reflection on the practice of business and management in working with people, and ethical decision-making; d) provide opportunities for considering global business career. Students will have opportunities of applying the above in case-studies and projects with course participants.

Course Aims

This course aims to focus on stimulating complex cognitive engagement of learners through analysis, synthesis and evaluation of key concepts relevant to business strategy. Students will be provided with opportunities to meaningfully integrate prior learning to facilitate the development of sustainable strategic success. The course combines theory and practice to encourage active engagement and self reflection and enhance student learning for professional practice.

Relationship to Other Courses

This course focuses on stimulating complex cognitive engagement of learners through analysis, synthesis, and evaluation of key concepts relevant to business strategy. Students will be provided with opportunities to meaningfully integrate prior learning to facilitate the development of strategic competitive advantage. The course combines theory and practice to encourage active engagement and self-reflection and enhance student learning for professional practice.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Discover how to enhance sustainable strategic success by integrating knowledge on managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
CLO2 : Solve classic business problems related to managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
CLO3 : Demonstrate a high level of written and oral communication about the subjects of managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;	• PLO3 : Business Communication
CLO4 : Enhance teamwork skills through real-world cases analyses;	• PLO4 : Teamwork
CLO5 : Consider the ethical elements of business decisions;	• PLO5 : Responsible Business Practice
CLO6 : Identify and assess business problems from varying social and cultural perspectives;	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO6 : Global and Cultural Competence
CLO7 : Develop the capacity to take initiative and innovate.	• PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Discover how to enhance sustainable strategic success by integrating knowledge on managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;	• Individual Briefing Paper • Organisational Challenge • My Future • Engagement
CLO2 : Solve classic business problems related to managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;	• Individual Briefing Paper • Organisational Challenge • My Future • Engagement
CLO3 : Demonstrate a high level of written and oral communication about the subjects of managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;	• Individual Briefing Paper • Organisational Challenge • My Future • Engagement
CLO4 : Enhance teamwork skills through real-world cases analyses;	• Organisational Challenge • Engagement
CLO5 : Consider the ethical elements of business decisions;	• Individual Briefing Paper • My Future • Organisational Challenge • Engagement
CLO6 : Identify and assess business problems from varying social and cultural perspectives;	• Individual Briefing Paper • My Future • Organisational Challenge • Engagement
CLO7 : Develop the capacity to take initiative and innovate.	• Individual Briefing Paper • My Future • Engagement

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

Learning and Teaching in this course

As a capstone course, students are expected to have developed areas of expertise in their chosen specialisation. COMM5010 is designed to draw on this individual expertise and to provide opportunities to work with other students who have different expertise. Activities are student-centred and require engagement with real world problems to apply previous and course related studies to prepare for the world of work beyond university.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Individual Briefing Paper Assessment Format: Individual	15%	Start Date: Not Applicable Due Date: 01/03/2024 01:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
Organisational Challenge Assessment Format: Group	40%	Start Date: Not Applicable Due Date: 10/04/2024 04:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
My Future Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: 26/04/2024 01:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
Engagement Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development

Assessment Details
Individual Briefing Paper

<u>Assessment Overview</u>

This assessment requires you to identify global trends and analyse their strategic impact on the future of an organisation.

Individual Briefing paper - Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7.

<u>Course Learning Outcomes</u>

- CLO1 : Discover how to enhance sustainable strategic success by integrating knowledge on managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO2 : Solve classic business problems related to managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO3 : Demonstrate a high level of written and oral communication about the subjects of managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO5 : Consider the ethical elements of business decisions;
- CLO6 : Identify and assess business problems from varying social and cultural perspectives;
- CLO7 : Develop the capacity to take initiative and innovate.

<u>Detailed Assessment Description</u>

Details are available on the course Moodle site.

<u>Assessment Length</u>

~4 minute video

<u>Submission notes</u>

Video must be smaller than 200MB to upload to Moodle. An alternative is to upload your video to YouTube or a SharePoint folder and post the link as your submission in Moodle.

<u>Assessment information</u>

Short extensions are not available for any assessments in this course. Requests for extensions to submit assessments can only be granted through the Special Consideration process.

<u>Assignment submission Turnitin type</u>

This is not a Turnitin assignment

Organisational Challenge

Assessment Overview

The aim of this project is to enable you to apply important concepts from the course to an example of business practice, and to practice your case analysis and consultancy skills.

Organisational Challenge - Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7.

Course Learning Outcomes

- CLO1 : Discover how to enhance sustainable strategic success by integrating knowledge on managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO2 : Solve classic business problems related to managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO3 : Demonstrate a high level of written and oral communication about the subjects of managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO4 : Enhance teamwork skills through real-world cases analyses;
- CLO5 : Consider the ethical elements of business decisions;
- CLO6 : Identify and assess business problems from varying social and cultural perspectives;

Detailed Assessment Description

2a. Group case study report on the client (30%)

2b. Individual component of group case study presentation (10%)

Details available in course Moodle site

Assessment Length

2a. 2000 words 2b. 3 min per student

Submission notes

Report submission via Turnitin

Assessment information

Short extensions are not available for any assessments in this course. Requests for extensions to submit assessments can only be granted through the Special Consideration process.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

My Future

Assessment Overview

To help students reflect on course content.

My Future - Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7.

Course Learning Outcomes

- CLO1 : Discover how to enhance sustainable strategic success by integrating knowledge on managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO2 : Solve classic business problems related to managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO3 : Demonstrate a high level of written and oral communication about the subjects of managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO5 : Consider the ethical elements of business decisions;
- CLO6 : Identify and assess business problems from varying social and cultural perspectives;
- CLO7 : Develop the capacity to take initiative and innovate.

Detailed Assessment Description

Drawing upon the megatrends, strategy, marketing and management, reflect upon what you have learned in this course and how you will utilise this for the future.

Details are available on the course Moodle site.

Assessment Length

1000 words (+/- 10%)

Assessment information

Short extensions are not available for any assessments in this course. Requests for extensions to submit assessments can only be granted through the Special Consideration process.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Engagement

Assessment Overview

To help students apply research on course concepts to businesses.

Engagement - Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7.

<u>Course Learning Outcomes</u>

- CLO1 : Discover how to enhance sustainable strategic success by integrating knowledge on managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO2 : Solve classic business problems related to managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO3 : Demonstrate a high level of written and oral communication about the subjects of managing people, marketing, organisational strategy, innovation, data analytics, international business, and business ethics;
- CLO4 : Enhance teamwork skills through real-world cases analyses;
- CLO5 : Consider the ethical elements of business decisions;
- CLO6 : Identify and assess business problems from varying social and cultural perspectives;
- CLO7 : Develop the capacity to take initiative and innovate.

<u>Detailed Assessment Description</u>

4a. Active and engaged participation in tutorials (min. attendance at 8 to be eligible) 20%

4b. Self and peer assessment of contribution to the team assignment. Note: Only students who satisfactorily complete the self and peer team assessment questionnaire will be eligible for the participation mark. Due Week 11 - 5%

Details available in course Moodle site

<u>Submission notes</u>

Details available in course Moodle site

<u>Assessment information</u>

Short extensions are not available for any assessments in this course. Requests for extensions to submit assessments can only be granted through the Special Consideration process.

<u>Assignment submission Turnitin type</u>

Not Applicable

<u>Hurdle rules</u>

Must attend 8 of 10 Workshops and complete the peer review for group assignments 2A & 2B to be eligible for Participation marks

General Assessment Information

The purpose of this course and your UNSW degree is to demonstrate your understanding,

knowledge and skills in completion of the Course Learning Outcomes and the Program Learning Outcomes. This means using your own words to express your ideas, analysis and comprehension of course concepts. Thus, use of generative AI in creating or translating your work is not permitted unless explicitly stated otherwise. This includes ChatGPT, Grammarly, and similar programs.

Short extensions are not available for any assessments in this course. Requests for extensions to submit assessments can only be granted through the Special Consideration process.

When submitting your assessments be careful that you are uploading the correct file. Once the due date has passed, no resubmissions are permitted, even if the 'wrong' file has been submitted.

<u>Grading Basis</u>

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	THE FUTURE OF WORK
	Workshop	Trends analysis and impacts in the workplace. Update your Moodle profile Note: All classes begin this week
Week 2 : 19 February - 25 February	Lecture	THE CORPORATE PROBLEM Through the lens of strategy implementation The client organisation briefing/problem for Assessment 2 will be available during or after this Lecture
	Workshop	What strategy and when? What does the client want?
Week 3 : 26 February - 3 March	Lecture	SUSTAINABLE COMPETITIVE ADVANTAGE through a resource-based view – how do people make the difference? Individual Briefing Paper due by Friday 1 March, 1:00pm Sydney time via Turnitin See Assessment Handbook for details
	Workshop	Explore: What is my sustainable competitive advantage? Why do organisations miss this messaging? Form groups for Assessment 2 Organisational Challenge via Moodle
Week 4 : 4 March - 10 March	Lecture	DISRUPTIVE INNOVATION and change using design thinking
	Workshop	Design thinking activity Start group wikis this week
Week 5 : 11 March - 17 March	Lecture	ETHICS AND SUSTAINABILITY
	Workshop	Facing the sustainability challenge for every business function Update group wikis
Week 6 : 18 March - 24 March	Lecture	DYNAMIC CONTEXTS for marketing strategy
	Workshop	Marketing strategy Simulation Update group wikis
Week 7 : 25 March - 31 March	Lecture	DOING BUSINESS GLOBALLY – cultural awareness for business success
	Workshop	International Business activity
Week 8 : 1 April - 7 April	Lecture	MARKETING AND ANALYTICS NOTE: Daylight Savings time ends in NSW on 7 April
	Workshop	How analysis informs action, how and when to use data
Week 9 : 8 April - 14 April	Lecture	MARKETING COMMUNICATION Assessment 2 report due by Wednesday 10 April, 4:00pm Sydney time via Turnitin
	Workshop	Assessment 2 Group presentations
Week 10 : 15 April - 21 April	Lecture	THE FUTURE OF WORK Globalised world, Emerging economies, Types of organisations for the future
	Workshop	Preparing for your future, careers of the future and the future of work Negotiation skills
Week 11 : 22 April - 28 April	Other	NO CLASSES Assessment 3 My Future - Individual reflection and plan due by Friday 26 April, 1:00pm Sydney time via Moodle assignment and Turnitin

Attendance Requirements

Students must attend 8 of 10 Workshops AND complete the Assessment 4b Peer review to be eligible for Assessment 4a Participation marks

General Schedule Information

Week 7 Public Holiday. Classes will not be delivered on Friday 29 March and will be replaced with an asynchronous online learning activity. All other tutorials that week will be delivered as usual..

Course Resources

Prescribed Resources

Course resources will be made available on the COMM5010 Moodle site as the term progresses. There is no textbook for this course.

Course Evaluation and Development

Each term feedback is sought from students and other stakeholders about the course both through My Experience and informal processes. Continual improvements are made based on this feedback. The students have told us the interdisciplinary nature and future focus of this course prepares them for leaving university.

The structure of course materials and assessments has been extensively reorganised to cater for the return to on campus delivery and to link all activities more closely to the importance of business strategy. The real-world case provides an opportunity for students to engage with group work and closely mirrors the nature of working at a senior level with individual outcomes. Content is updated every Term to ensure the most relevant knowledge, skills and understanding for students in this transition to the world of work.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Heather Crawford				By appointment	Yes	Yes
Lecturer	Greta Sharples				By appointment	No	No

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and

the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the key policies and support page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the key policies and support page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW Current Students page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW Current Students page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise

them you are unwell and submit screenshots of your conversation along with your medical certificate and application.

7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under "Special Consideration" on the key policies and support page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-

specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.