Subject Code	MAN704	**Subject Coordinator**	
Subject Name	Strategy and Innovation	Marcela Fang	
Credit points	6	MarcelaF@angliss.edu.au	
Study Level	Year 4		
Delivery mode	On campus		
Location	Melbourne		
Prerequisites	None		

Subject Overview	The competitive landscape of the Hospitality and Tourism industry continues to evolve under increased pressure from changing technology, shifting consumer demands and globalisation. Managers and business owners can no longer rely on exceptional service or low prices alone to capture market share. Clear strategic direction and a proactive attitude towards innovation is key to gaining and maintaining competitive advantage. This subject provides students with a framework for effective strategy development and the integration of innovation into daily management practices.

Learning Outcomes	Analyse and evaluate an organisation in its context from a strategic perspective
	Integrate the concept of strategic capability and sustainability into the development of business models and recommendations
	Critically evaluate conceptual frameworks used for strategy development
	Investigate and implement divergent and convergent thinking models to generate innovation
	Develop and communicate innovative practice within a group environment

Assessments	**Details**	**Weighting**
	Case study analysis	30%
	Group problem solving activity	30%
	Examination	40%

Graduate Attributes addressed in this subject	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge
	Communication skills
	Personal attributes - systems thinking