

**School / Faculty:** Federation Business School

**Course Title:** FUNDAMENTALS OF BUSINESS PLANNING

**Course ID:** BSMAN1008

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080307

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Recognise the fundamentals of different business planning concepts, techniques and formats and essential components of business planning.
- K2.** Identify relevant legislation, from all levels of government, and ethical obligations that may affect business operations, such as ethical principles, codes of practice, environmental issues and OHS
- K3.** Appreciate fundamentals of business planning to enable the application of this knowledge within the business/management environment.
- K4.** Recognise how international business may impact on the business planning process.

**Skills:**

- S1.** Analyse organisational strategic requirements and apply critical analytical thinking to the development of appropriate business planning strategies.
- S2.** Identify and access appropriate technology to research, organise data, and communicate with stakeholders and present business planning outcomes.
- S3.** Prepare business planning reports and/or presentations that communicate business requirements, relevant data and business planning outcomes.
- S4.** Participate in both class room and workplace discussions to identify business planning issues and develop appropriate strategies.

# Course Outline (Higher Education)

BSMAN1008 FUNDAMENTALS OF BUSINESS PLANNING

## Application of knowledge and skills:

- A1.** Use initiative and judgement in recognising business planning requirements and apply appropriate strategies to address the workplace needs.
- A2.** Transform business planning knowledge and skills to develop an appropriate business plan. Use well developed judgement in managing the required processes to suit different organisational needs.
- A3.** Communicate individual learning's associated with the analysis and business planning process with confidence, autonomy, and professional judgement.

## Course Content:

This course describes the skills, knowledge and values required to develop a range of business plans including; feasibility studies, strategic, operational, financial and marketing. The course covers essential elements required in developing a written plan and introduces factors that impact on business planning such as current trends, structures, and government policies, legal, social, and environmental factors. It introduces students to organisational planning and strategies that underpin business plans such as OHS, financial data, marketing strategies, production factors, risk management strategies and contingency plans.

## Values and Graduate Attributes:

This course will help students develop values and attributes that will enable them to:

### Values:

- V1.** Pursue business planning processes that address organisational goals and deliver tangible outcomes addressing business requirements.
- V2.** Engage stakeholders through inclusive communication and problem solving when managing the business planning process.
- V3.** Promote the appropriate application of available business planning processes within different organisational environments

### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	This course provides a foundational overview of the business planning process and the range of business plans evident within business. It requires the contextualisation of planning knowledge and theory to the organisational environment. The focus on individual self-directed learning encourages students to challenge themselves, engage with a variety of stakeholders, and participate in continuous learning.	Low

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Attribute	Brief Description	Focus
Critical, creative and enquiring learners	This course encourages students to apply their learning towards real organisational issues, helping them develop the needed skills to be independent, confident and capable, and pursue the fulfilment of personal and career goals.	High
Capable, flexible and work ready	Graduates will understand the importance of engaging with a wide variety of stakeholders in the development of business plans. They will also understand the impact that various contemporary social and cultural issues have on organisational requirements.	High
Responsible, ethical and engaged citizens	Graduates will understand various legislative and non-legislative factors that may affect business operations such as ethical principles, codes of practice, environmental issues and OHS	High

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S1, S3, S4 A1, A2, A3	Individual assessment related to business planning theory and strategic concepts. It should be inclusive of ethics, sustainability, social responsibility, and global factors that may impact on the planning process	In-session test(s)/ Case study/ Essay	10 - 30%
K1, K2, K4, S1, S2, S3, A1, A2, A3	Research and evaluate organisational planning requirements. Identify factors that impact on business planning such as current trends, risks, structures, and government policies, legal, social, and environmental factors.	Individual report/ Essay/ Presentation	20 - 40%
K1, K2, K3, K4, S2, S3, S4 A1, A2, A3	Research and develop an appropriate business plan for an actual organisational environment. Students must document a range of subsidiary plans or strategies such as OHS, financial data, marketing strategies, production factors, risk management strategies and contingency plans.	Small group (2 to 3) report/ Essay/ Presentation	30 - 50%

## Adopted Reference Style:

APA