

School / Faculty: Federation Business School

Course Title: INTRODUCTION TO STRATEGIC PLANNING

Course ID: BSMAN2002

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
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Explain strategic planning terminology, concepts, techniques and formats
- K2.** Recognise the underlying principles of global and domestic political, economic, social and technological developments that will impact on strategic planning
- K3.** Appreciate the necessity to develop an organisation’s vision, mission and goals as part of the strategic planning process
- K4.** Describe the technical principles needed to assess organisational capability

Skills:

- S1.** Analyse and evaluate information and concepts from both internal and external business environments to provide a sound basis for strategic planning
- S2.** Research and critically analyse a range of organisation’s and their visions, missions and goals.
- S3.** Employ appropriate strategic theory to the development of a strategic plan.

Application of knowledge and skills:

- A1.** Choose appropriate research methods to evaluate a number of organisation’s strategic planning processes

Course Outline (Higher Education)

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- A2.** Present the results of analysis and planning in a brief/proposal/report with confidence and autonomy, using professional judgement.
- A3.** Develop a strategic plan with some depth and relevance to the organisational context.

Course Content:

This course is designed to introduce students to the fundamentals of strategic planning. It will examine strategic planning terminology, concepts and processes; analysis and interpretation of relevant markets; capability assessment of the organisation; existing and potential competitors and allies. Students will develop organisational vision and mission, analyse and evaluate global and domestic political, economic, social and technological developments and apply assessment of internal organisational capability and external competitive forces to planning development.

Students will understand the impact of legal, social, environmental and ethical obligations upon business planning and will incorporate these obligations into planning practices
Finally, students will develop strategic plans based on understanding the key strategic planning concepts, techniques and formats and legal and ethical frameworks.

Values and Graduate Attributes:

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

Values:

- V1.** Display the skills, motivation and confidence to engage in continuous learning and progress their studies in an applied discipline.
- V2.** Be highly valued within an organisation for being committed to the development of quality strategic plans.
- V3.** Support socially responsible and ethical behaviour in the development of strategic planning within an organisation.

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	Through the study of strategic planning they will learn the strategic focus and planning skills necessary to enable the implementation of vision and goals.	Medium
Critical, creative and enquiring learners	They will engage with goal setting, strategic visualisation, planning & decision making processes that will support the development of confidence, capability, assurance, independence and enterprise to enable them to fulfil their personal and career aspirations;	High

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Capable, flexible and work ready	Through the application of strategic planning principles to international business scenarios, learners will develop skills to add to the productive capacity of the economy and be in demand and will be attuned to, and engage with, contemporary social and cultural issues and aspire to make meaningful and helpful contributions to local, national and global communities;	High
Responsible, ethical and engaged citizens	The study of strategic planning engages learners in facets of highly developed business strategy which considers sustainability, ethics and social responsibility as part of business practice. They will be aware of generally accepted norms of ethical behaviour and be encouraged to act in a socially responsible manner both in the work place and other settings.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3, S1, S2, A1, A2,	Research and critically analyse the strengths and weaknesses of a range of organisations and their visions, missions and goals.	Case study/ Report/ Presentation	10-20%
K2, K3, S1, S3, A1, A2, A3	Research and develop a strategic plan for a new product or service. Documents must include: vision and mission statement; competitors and allies; subsidiary plans or strategies; current trends and issues; implementation strategy; budget; applicable legislation; and evaluation mechanisms.	Report/ Essay/ Portfolio/ Group presentation	30-50%
K1,K2,K3, K4 S1	Invigilated examination in which students demonstrate applied understanding of the fundamentals and theories learnt through workshops, online discussions, readings and assessments.	Examination	40-60%

Adopted Reference Style:

APA