

Course Outline (Higher Education)

School:	Federation Business School
Course Title:	STRATEGIC ENTERPRISE PLANNING
Course ID:	BUMGT5928
Credit Points:	15.00
Prerequisite(s):	(At least 90 credit points from program MM9)
Co-requisite(s):	(BUMGT5976)
Exclusion(s):	Nil
ASCED Code:	080301

Description of the Course :

This course is the second part of the MBA capstone project. It is designed to provide students with a vehicle for integrating the knowledge and skills they have acquired in previous courses in the MBA program and apply the knowledge and skills to professional management and business practice. In this course the students are expected to work in a largely self-directed manner and develop a complete strategic whole of enterprise plan for a new or existing business or other entity. The strategic plan may be developed to address real world business situations or by using case study information. The development of the student`s research, analytical, written and presentation skills will also be emphasised in this course as students prepare and present a case for strategic direction and requisite funding.

Grade 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.** Identify and develop commercially viable business ideas and opportunities
- K2.** Distinguish between Corporate, Business Unit, Functional Department and Product level strategic decisions, including comparing and contrasting strategic and operational level goals and plans
- K3.** Recognise the inter-dependence of business partnerships and alliances with suppliers, distributors, customers and other identified stakeholders including the broader community

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- K4.** Appraise the role of business/market research in the development and commercialisation of innovation for the sustainable growth of a business in its industry and community context
- K5.** Describe the key elements of a range of generic strategies and the environmental conditions and internal organisational capabilities that best suit their successful implementation
- K6.** Defend the need for socially aware responsible plans that focus on the triple bottom line and sustainability

Skills:

- S1.** Apply analytical tools, frameworks, models and techniques to assist with the collection, classification and presentation of complex market and organisation information
- S2.** Critically analyse and synthesise internal organisational and external industry information, macro and global environment related data and develop a strategic level business plan, including within novel and complex settings
- S3.** Recognise the limitations of theoretical and practical concepts in management and explain the implications of those limitations
- S4.** Work collaboratively with others to develop and communicate business plans
- S5.** Reflect critically on theory and evaluate its application to strategic enterprise planning

Application of knowledge and skills:

- A1.** Plan and execute a persuasive and commercially sustainable strategic business plan in a new situation with creativity and initiative
- A2.** Integrate ethical, social and environmental perspectives into the business plan

Course Content:

Topics may include:

- Strategy and competitive advantage
- External Environment and Industry Analysis
- Hierarchy of corporate objectives and strategies
- Market Research
- Customer Segmentation, target Customers, Products / Services, Value Proposition / Business Charter
- The resource based view of strategy vs the market opportunity based view of strategy
- The concept and derivation of Sustainable Competitive Advantage
- Business Opportunity
- Business Organisation and the Management Team

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- The Marketing Strategy
- Operations, IT and HR Strategy
- Financial Structure and Policy
- Risk Management and Contingency Planning
- Long Term Direction and Plans
- Implementation Strategy
- Corporate social responsibility, business ethics and sustainable development

Values and Graduate Attributes:

Values:

- V1.** Understand and be committed to ethical, socially responsible and sustainable enterprise and business practice
- V2.** Appreciate the high level of critical thinking and the increasing requirement for ethical as well as commercial frameworks in the development of business plan and enterprise
- V3.** Appreciate that the concept of continuous learning is critical for an effective manager.

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	The study of dynamic market environments in addressing issues in business ensures that students completing this course appreciate that continuous learning is an essential element for an effective and successful career.	High
Critical, creative and enquiring learners	The requirement to produce a business plan forces the students taking this course to use their initiative and a self-directed approach to exploring, researching and analysing the market and environment information and to confidently present their business plan integrating all of their skills and knowledge gained from this and previous courses.	High

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Attribute	Brief Description	Focus
Capable, flexible and work ready	Formulation of a business plan ensures that students completing this course are immediately able to make a serious and valuable contribution to their employer organisation adding to the productive capacity of the national and global economy. The skills and knowledge gained will help ensure that they will be in demand as employees.	High
Responsible, ethical and engaged citizens	The course emphasizes the understanding and application of integrity and social responsibility principles to address issues in professional management and business practice.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K2,K3,K4,K5,K6 S1,S2,S3,S4 A1,A2	Prepare a written strategic business plan and the oral presentation of the business plan	Group project; report and oral presentation	70-80%
K2,K3,K4,K6 S1,S3,S5 A2	Prepare a report which presents reflections on students learning experience during the course	Individual reflective journal	20-30%

Adopted Reference Style:

APA