# SBM3203 – Strategic Planning

<table>
<thead>
<tr>
<th>UOS CODE</th>
<th>UOS NAME</th>
<th>CREDIT POINTS</th>
<th>STATUS</th>
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<tbody>
<tr>
<td>SBM3203</td>
<td>Strategic Planning</td>
<td>6</td>
<td>Core</td>
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</tbody>
</table>

**SUMMARY**
The majority of contemporary organisations face numerous challenges such as: shrinking budgets, increasing competition or stakeholder expectation, tougher legal and statutory provisions and rising staff turnover. The business environment, customers, markets and the information available plus complexities of the underlying fiscal and legal systems fundamentally influence the structural design and dynamic management of business units and organisations. Change and uncertainty are the hallmark of the present day organisations. This course is designed to provide a sound grounding in organisational design and strategies that can respond to the aforementioned challenges. In particular, it will assist students gain insights and competencies in: the dynamics of complexity and change, the nature of customer and stakeholders’ demands and expectations and envisioning the future through environmental scanning and blue sky thinking.

**COURSE CONVENOR**

**COURSE TUTOR**
TBA

**ASSOCIATED HIGHER EDUCATION AWARD**
- Bachelor of Business

**STUDENT WORKLOAD**

<table>
<thead>
<tr>
<th></th>
<th>No. timetabled hours per week</th>
<th>No. personal study hours per week</th>
<th>Total workload hours per week</th>
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<tr>
<td></td>
<td>5</td>
<td>5</td>
<td>10</td>
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Additional English language support: _ hours per week

**PRE-REQUISITE**
SBM3106 Fundamentals of management

**OTHER RESOURCES REQUIREMENTS**
Nil

**SUBJECT WEIGHTING**
- Subject credit points – 6 credit point
- Total course credit points - 144 credit point

**MODES OF DELIVERY**
- E-learning (online)
- Face-to-face on site
- Distance/Independent learning (untimetabled)
- Full-Time
- Part-Time

**LEARNING OUTCOMES FOR SUBJECT**
1. Demonstrate an understanding of the role of strategic thinking in business and how it contributes to competitive advantage
2. Describe and discuss the principles of strategic planning.
3. Critically assess the different business models that organisations use to gain competitive advantage.
4. Identify and critically assess the factors that influence an organisation’s internal and external operating environment.
5. Describe how businesses identify strategic objectives.
6. Explain and critically assess the role of stakeholders in the strategic planning process.
7. Describe the role of evaluation in the planning process and identify effective performance measures.

**ASSESSMENT TASK**

<table>
<thead>
<tr>
<th>TYPE</th>
<th>WHEN ASSESSED – YEAR, SESSION AND WEEK</th>
<th>WEIGHTING</th>
<th>LINKED LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay</td>
<td>The essay is required by the end of week six.</td>
<td>25%</td>
<td>1, 2, 3, 4 and 7</td>
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Essays test a student’s ability to assess information, formulate arguments, and critically evaluate different alternatives to issues or problems.

In this assessment students must write a 2500-word essay on one of the following topics:
- How effective strategic planning contributes to greater competitive advantage
- The factors that influence an organisation’s operating environment
- The role of evaluation of strategic planning
- The precise wording of the essay should be confirmed with the unit coordinator by the end of week three.
## Practical exercise – Draft strategic plan

Practical exercises assess students’ ability to apply theoretical learning to practical, real world situations. In this assessment students must develop their own strategic plan for a real business or fictitious. The plan should include reference to:

- The operating environment of the selected business
- The process employed to identify strategic corporate objectives
- Who was consulted in the development of the plan, and how
- The performance indicators employed to measure success.

The strategic plan should be produced as a formal report of approximately 2000 words.

<table>
<thead>
<tr>
<th>Final examination</th>
<th>The report is required by the end of week 10.</th>
<th>25%</th>
<th>4,5,6 and 7</th>
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- Examinations assess students’ understanding and comprehension of theoretical and practical knowledge presented throughout the unit.
- The unit’s final examination will be a three-hour closed book exam and will include a series of multiple choice questions and short answer problem solving exercises.

<table>
<thead>
<tr>
<th>PRINTED MATERIALS</th>
<th>Extensive lectures notes, case study material and other information will be provided on-line as part of this course.</th>
<th>PRESCRIBED FOR THE COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEB SITES</td>
<td>No single Web site presents all the necessary knowledge that students need to learn and apply. However, opposite are some useful sites to visit.</td>
<td>SELECTED REFERENCES</td>
</tr>
</tbody>
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### Prescribed text

### Online useful sources of references