

## Unit of Study Guide: BUS2008: Strategic Planning

### Trimester 1, 2023

#### Overview

The unit is designed to provide a sound grounding in organisational design and strategies that can respond to the numerous challenges currently faced by the majority of contemporary organisations. These challenges including 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. Changing the uncertainty is the hallmark of the present-day organisations.

<b>Course(s)</b>	Bachelor of Business Bachelor of Business Information Systems
<b>Core or Elective</b>	Core: Bachelor of Business Elective: Bachelor of Business Information Systems
<b>Credit Points</b>	6 for UG units
<b>Duration</b>	12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)
<b>Level</b>	Undergraduate Intermediate
<b>Student Workload</b>	Students should expect to spend approximately <10 hours per week over 12 weeks (totalling approximately 120 hours) [for UG units] or 13 hours per week over 12 weeks (totalling approximately 150 hours) [for PG units] > on learning activities for this unit.
<b>Essential Requirements</b>	N/A
<b>Mode(s) of Delivery</b>	On campus, online, blended
<b>Pre-Requisites</b>	BUS1002
<b>Unit Coordinator</b>	Dr. Jean Marie Ip Soo Ching
<b>Contact Information</b>	✉: <a href="mailto:jeanmarieip@apiccollege.edu.au">jeanmarieip@apiccollege.edu.au</a> ☎: Consultation: Wednesday 12 noon- 1.00 PM or by appointment

#### Unit Learning Outcomes

On successful completion of this units, students will be able to:

- ULO1 Design an optimal and adaptive organisational unit to produce and deliver target goods and services competitively.
- ULO2 Develop strategies for building business networks of suppliers, partners and collaborators.
- ULO3 Design, implement and review appropriate governance structures.

ULO4 Describe the key factors for managing and promoting communication with customers, including assessing satisfaction and receiving feedback

## Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

Week	Topic
Week 1	Introduction to course aims, objectives, target competencies, learning strategies, resources available, timetable and deliverables, assessment methods and related briefings.
Week 2	Analysing the strategic environment
Week 3	Analysing Resources and Capabilities
Week 4	Developing Business Level Strategies
Week 5	Corporate Level Strategy
Week 6	Strategic Planning (Continued)
Week 7	Technology
Week 8	Collaboration
Week 9	Globalization
Week 10	Managing Innovation
Week 11	STUDY WEEK
Week 12	ASSESSMENT/EXAMINATION WEEK FOR SPECIFIED UNITS

## Assessments

- All assessments are compulsory.
- To pass the unit students must:
  - achieve a total of 50% or more of marks offered; and
  - pass all individual invigilated assessments; and
  - have attempted all assessments.







Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

- The Board of Examiners may grant a supplementary assessment where a student:
  - achieves a total of 45% or more; and
  - has passed all individual invigilated assessments in the unit; and
  - has attempted all assessments; and

- has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline?

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).
5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Task	Type	Weight	Length	Due	ULO's Assessed
<b>Assessment 1: : In class Quizzes</b> Weekly in class quizzes consisting MCQ, short questions and practical application.	Individual  Invigilated 	30%	30 Mins per quiz	Week 3 Week 6 Week 9	ULO1, ULO2, ULO3
<b>Assessment 2: Applied Project - A</b> Students are expected to conduct external and internal analysis of the business.	Individual 	20%	1500 words	Week 7	ULO1, ULO2, ULO3, ULO4
<b>Assessment 3: Applied Project - B</b> Students are expected to design Corporate level, business unit level and operational strategies based on SWOT analysis	Individual 	30%	2000 words	Week 11	ULO1, ULO2, ULO3, ULO4
<b>Assessment 4: Presentation</b> The students are required to present the Applied Project A & B following with the question answer session	Individual  Invigilated 	20%	15 mins (equiv. 500 words)	Week 12	ULO1, ULO2, ULO3, ULO4

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

## Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

### Prescribed text(s):

Lynch, R 2018, Strategic Management, 8th edn, Pearson, London, United Kingdom. Surname A, Surname B & Surname C 2020, *Title of Book in Italics*, Xth edn, Publisher, Place of Publication.

### Recommended Readings:

Grant, R. M. (2018) Contemporary Strategy Analysis (10th Edn.) Wiley  
Surname, A 2020, 'Chapter title in single quotation marks', in AA Surname & B Surname (eds.), *Book Title in Italics*, Publisher, Place of Publication

Thompson, A A, Peteraf, M, Gamble, J E & Strickland, A J III 2020, *Crafting & executing strategy: The quest for competitive advantage: Concepts and cases*, 22nd edn, McGraw-Hill Irwin, Boston.

### Other Recommended Resources:

Porter, M 2004, *Competitive strategy*, The Free Press, New York.

Reich, R 2008, *Supercapitalism*, Scribe, Melbourne.

Harvard Business Review: [www.hbr.org](http://www.hbr.org)

### Academic Integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

### Other Important Information and Links

<p><b>Special consideration</b></p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the <a href="#">Assessment Policy</a> for further details.</p>	<p><b>Late submission</b></p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the <a href="#">Assessment Policy</a> for information about late submission.</p>
<p><b>Assessment appeals</b></p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the <a href="#">Assessment Policy</a> for further details.</p>	<p><b>Award of grades</b></p> <p>APIC awards common result grades, set out in the <a href="#">Award of Grade Policy</a>.</p>

<p><b>Expectations of student conduct</b></p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the <a href="#">Student Code of Conduct</a>.</p>	<p><b>Study resources</b></p> <p>APIC Library and Student Learning Support resources and services can be accessed via the <a href="#">Student Lounge</a> or your <a href="#">Dashboard on the OLS (Canvas)</a>.</p>
<p><b>Student Services</b></p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the <a href="#">Student Services page on the OLS (Canvas)</a>.</p>	<p><b>Key dates</b></p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the <a href="#">Academic Calendar</a> section of the APIC website.</p>

### Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 28<sup>th</sup> May 2022