

## BUS2008 Strategic Planning

### Unit Description

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 include shrinking budgets, increasing competition or stakeholder expectations, 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 present-day organisations.

<b>Credit Points</b>	6 credit points
<b>Duration</b>	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

### Unit Learning Outcomes

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

1. Design an optimal and adaptive organisational unit to produce and deliver target goods and services competitively.
2. Develop strategies for building business networks of suppliers, partners and collaborators.
3. Design, implement and review appropriate governance structures.
4. Describe the key factors for managing and promoting communication with customers, including assessing satisfaction and receiving feedback.