

SBM3203 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 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.

Unit Learning Outcomes (ULOs)

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

- [ULO1] Design an optimal and adaptive organisation unit to produce and deliver target goods and services in a competitive manner.
- [ULO2] Develop business networks of suppliers, partners and collaborators.
- [ULO3] Design, implement and review appropriate governance structures.
- [ULO4] Initiate and promote communication with customers, including assessing satisfaction and receiving feedback.

Summary

Credit Points	6
Courses	BBUS, BBIS
Total Credit Points	BBUS: 144 credit points, BBIS: 144 credit points
Pre-Requisites	N/A
Co-Requisites	N/A
Other Requirements	N/A
Unit Level	Core (BBUS), elective (BBIS)
Duration	14 weeks (12 teaching weeks; 1 study week; 1 final assessment week)
Mode of Delivery	On-campus
Assessment	Presentation: 10%; Portfolio: 50%; Examination: 40%
Prescribed Textbook	Lampel,J, Mintzberg, H, Quinn JB & Ghosal, S 2014, The Strategy Process: Concepts, Contexts, Cases, 5th edn, Trans-Atlantic Publication, UK.
Expected student workload	Students should expect to spend approximately 8.5 hours per week over 14 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.