BS490

STRATEGIC MANAGEMENT AND PLANNING

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS490 Strategic Management and Planning

Nominal Duration: 12 weeks

Delivery Mode: External

Workload:
- Topic readings, exercises, review of study materials: 35 hours
- Reading and private study: 35 hours
- Assignment preparation: 50 hours
- TOTAL: 120 hours

Weight: 10 credit points

Unit Coordinator: D'Wayne Wigley

Teaching Staff: D'Wayne Wigley

Co / Prerequisite Units:
- BS400 Christian Thinking on Management
- 30 credit points of units from the Graduate Diploma in Management
  OR
- Permission of the Dean

Core / Elective:
- Graduate Certificate in Management: Elective
- Graduate Diploma in Management: Core

Rationale:
This unit emphasises the importance of basing management decisions on a strategic view of organisations. Strategic management aims to integrate the various functional areas of business and look at the problems of business from the point of view of the enterprise as a whole.

This unit contributes to the aims of the postgraduate Business courses by equipping students to integrate management skills with Christian values, and to apply their knowledge and skills to analyse, evaluate, formulate and implement business strategies.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Apply concepts of corporate strategic planning and strategic management.
2. Critically analyse corporate issues and problems, using relevant organisational theory.
3. Critique competing corporate strategies.
4. Apply a biblical perspective and Christian values in strategic planning.
5. Evaluate knowledge of various business subject areas in the planning and management of organisations.

Content:

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<td>Analysing Business Strategy</td>
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Assessment

Assessment Task #1 – Essay (Relates to Outcomes 1, 4, 5)
Students are to discuss, from a biblical perspective, the relevance of planning to the Christian manager in the market place or ‘ministry’.

Weighting: 20%   Length: 1500-2000 words
Due Date: Week 6

Assessment Task #2 – Industry Analysis (Relates to Outcomes 1-5)
Strategic management and planning of any business is dictated by the environment in which it operates. The purpose of industry analysis is to develop research, analytical and synthesis skills for determining the past and current condition of an industry.

Weighting: 45%   Length: 3500-4000 words
Due Date: Week 10

Assessment Task #3 – Case Study (Relates to Outcomes 1-5)
The study of strategic management and planning is relevant to all levels of business, but is particularly relevant to large companies or corporations. This task will give students the opportunity to explore a particular company or corporation in depth. Case studies may be chosen either from those available from the Unit Coordinator or they may be of students’ choice, in which case they are to be equal in complexity to the ones available from the Unit Coordinator. The case studies should incorporate and draw upon whatever course concepts are applicable and should focus on issues present and how the organisation may achieve a competitive advantage in the future. Details of how to approach this task will be provided by the Unit Coordinator.

Weighting: 35%   Length: 3000-4000 words
Due Date: Week 12

Academic & General
Resource Requirements


Journals

*Brightness Economics* [ISSN 0007-666X]

*International Journal of Commerce and Management* [ISSN 1056-9219]

*Journal of Business Strategy* [ISSN 1553-9563]

*Journal of Managerial Issues* [ISSN 1045-3695]

*The Public Manager* [ISSN 1061-7639]

Unit Summary

The unit develops the basic concepts of strategic management, and covers the following major topics: the concept of corporate strategy; the fundamentals of strategic analysis; and the formulation, development and implementation of strategy. This unit is taught with a major emphasis on case study and analysis.