



CHRISTIAN HERITAGE COLLEGE

**BZ333**

## **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.

<b>Unit code</b>	BZ333	
<b>Unit name</b>	Strategic Management and Planning	
<b>Associated higher education awards</b>	Associate Degree in Business Bachelor of Business	
<b>Duration</b>	One semester	
<b>Level</b>	Advanced	
<b>Unit Coordinator</b>	Clive Mason	
<b>Core/Elective</b>	Elective - Associate Degree in Business Core - Bachelor of Business (major in Management) Elective - Bachelor of Business (other majors)	
<b>Weighting</b>	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business	
<b>Student workload</b>	<b>Face-to-face on-site</b>	<b>External</b>
	Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10	Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
<b>Delivery mode</b>	Face to face on site External Full time Part time	
<b>Prerequisites/ Corequisites/ Restrictions</b>	Prerequisites: BZ100 Introduction to Business and Management BZ103 Introduction to Marketing BZ104 Economics BZ202 Financial Management Restriction: BZ353 Strategic Marketing	
<b>Specialist resource requirements</b>	Nil	
<b>Prescribed text(s)</b>	Hooley, G., Piercy, N. F., & Nicoulaud, B. (2012). <i>Marketing strategy and competitive positioning</i> (5 <sup>th</sup> ed.). Essex, UK: Pearson Education Limited.	

<p><b>Recommended readings</b></p>	<p><b>Books</b></p> <p>Barney, J. B. (2007). <i>Gaining and sustaining competitive advantage</i> (3<sup>rd</sup> ed.). Boston, MA: Prentice Hall.</p> <p>David, F. R. (2009). <i>Strategic management: Concepts and cases</i> (12<sup>th</sup> ed.). Sydney, NSW: Prentice-Hall.</p> <p>Johnson, G., &amp; Scholes, K. (2007). <i>Exploring corporate strategy</i> (8<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice-Hall.</p> <p>Mintzberg, H., &amp; Quinn, J. B. (2003). <i>The strategy process: Concept, context and cases</i> (4<sup>th</sup> ed.). Sydney, NSW: Prentice-Hall.</p> <p>Viljoen, J., &amp; Dann, S. (2003). <i>Strategic management</i> (4<sup>th</sup> ed.). Sydney, NSW: Prentice-Hall.</p> <p><b>Journals and Periodicals</b></p> <p><i>International Journal of Commerce and Management</i> (Emerald Group Publishing, Ltd)</p> <p><i>Journal of Business Strategies</i> (Huntsville: Center for Business and Economic Research)</p> <p><i>Journal of Managerial Issues</i> (Pittsburgh State University - Department of Economics)</p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at <a href="http://www.biblegateway.com">http://www.biblegateway.com</a>. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p><b>Content</b></p>	<ol style="list-style-type: none"> <li>1. Overview of strategic management</li> <li>2. Analysing the environment; Analysing business strategy</li> <li>3. Organisational analysis</li> <li>4. Gap analysis and strategic options</li> <li>5. Strategic decision making</li> <li>6. Corporate strategy</li> <li>7. International strategy</li> <li>8. Implementing strategy: Systems and structure</li> <li>9. Implementing strategy: Leadership, people and culture</li> <li>10. Implementing strategy: Change management</li> <li>11. Measuring strategic performance</li> <li>12. Acquisitions and alliances</li> <li>13. Dynamic competitive strategy</li> </ol>
<p><b>Learning outcomes</b></p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> <li>1. Discuss concepts of corporate strategic planning and strategic management;</li> <li>2. Apply organisational theory to analyse routine and complex corporate issues and problems;</li> <li>3. Develop corporate strategies;</li> <li>4. Integrate knowledge and skills from various business subject areas and apply them to planning and management of organisations;</li> <li>5. Incorporate a Biblical Christian worldview in the application of strategic management knowledge and skills; and</li> <li>6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.</li> </ol>

<b>Assessment tasks</b>	<b>Task 1: Business report and Industry analysis</b>
	Word Length/Duration: 800 words - Business report
	2000 - Industry analysis
	Weighting: 40%
	Learning Outcomes: 1-6
	Assessed: Week 12
	<b>Task 2: Mid-semester examination</b>
	Word Length/Duration: 2.5 hours
	Weighting: 20%
	Learning Outcomes: 1, 2, 4, 5
	Assessed: Week 7
	<b>Task 3: Final examination</b>
	Word Length/Duration: 3 hours
	Weighting: 40%
	Learning Outcomes: 1-5
Assessed: Week 15	

SAMPLE