

BUSINESS PLANNING AND STRATEGY

UNIT FEATURES

Unit Code: **OB505**

12 Seminars

36 Hours Duration

Intermediate Skill Level

100% Online; Study Abroad

English Language

Optional Assessments

Nil Prerequisites

This unit introduces the student to the skills necessary to be a successful entrepreneur. For the business person, management is less about day-to-day operations of the organisation, and more about positioning the organisation, articulating a vision, and designing the organisation to achieve competitive advantage. Throughout the unit, students will examine issues essential for the organisation's long and short-term competitive position. As part of this approach the students will examine the immediate business environment but in the context of identifying potential gaps in the market or opportunities that may emerge from time to time. Traditional business planning, which is covered in this unit, is complemented by the studies undertaken in the entrepreneurial mindset unit and the skills developed through the entrepreneurial financing unit.

LEARNING OUTCOMES

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

- 1** Propose business growth strategies in a professional, understandable, structured, persuasive and logical manner based on sound research and analysis.
- 2** Evaluate business decisions/practice in light of economic, social and environmental sustainability.
- 3** Integrate key ethical implications of business decisions/practice in strategy.
- 4** Critique the role of the leader in designing and implementing strategy.

TOPICS

- Introducing Strategy
- Industry and Sector Analysis
- Stakeholders and Governance
- Business Strategy and models
- Business Strategy and models
- Corporate Strategy
- Corporate Strategy
- International Strategy
- Intrapreneurship, Entrepreneurship and Innovation
- Mergers, Acquisitions and Alliances
- Strategy Development Processes
- Leadership and Strategic Change

CERTIFICATION

The optional assessment tasks associated with this unit provide an opportunity for participants to consolidate their learning and to benchmark their understanding against the standard set by Chancellor Institute. Participants enrolled in this unit who successfully complete the optional assessments will qualify for a grade, academic transcript and certificate of completion for that unit.

For further details about the assessments, please contact our course advisors. Additional unit fees apply for students electing to undertake assessments. Participants who elect not to complete the optional assessments for this unit will receive a certificate of participation for the unit.

ASSESSMENTS (OPTIONAL)

No.	Type	Week Due	Weighting (% of total marks for unit)
1	Workshop case studies	3, 5, 7	20%
2	Workshop Case study	8	20%
3	Business Plan	12	40%
4	Reflection	12	20%

UNIT FEES

Chancellor Institute charges fees on a per subject basis. To view a schedule of our current fees, please visit our website: <https://chancellor.education/fees/>



CONTACT INFO



(+61) 1300 06 06 76



chancellor.education



ask@chancellor.education