

BES356-1
Strategic Business Planning

2 Credits

Instructor: TBA

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Alternate Delivery: Yes

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BES356-1 Version: 7



Strategic Business Planning

Calendar Description

This module provides learners with an overview of the business planning function, beginning with the objectives in a strategic business plan. Learners analyze their organization's strengths and limitations in providing services and the trends their organizations may face, identify corresponding strategies, and develop a strategic business plan.

Rationale

This is a required module for the Bachelor of Applied Business: Emergency Services program. Plans are methods formulated for achieving desired results. Planning allows people to make decisions ahead of time. Planning helps people to anticipate the consequences of various courses of action and to think through the practicability and feasibility of each action before people actually commit the resources to carry out that course of action. In short, planning is a process of setting up goals or objectives and courses of action. In order to establish the goals and objectives and reach them, it is necessary to analyze an organization's strengths and limitations. It is also necessary to analyze the trends, including economic, competitive, political, geographic, social, and technical trends that organizations face. Corresponding strategies and tactics are identified to deal with the trends and to reach the goals.

Prerequisites

BES340-1, BES340-2, and BES340-3

Co-Requisites

None

Module Learning Outcomes

Upon successful completion of this course, students will be able to

1. discuss the objectives of a business plan.
2. analyze organization strengths and limitations in providing services.
3. identify trends and corresponding strategies and tactics.
4. develop a strategic business plan.

Resource Materials

Required text(s):

Dessler, G., Chhinzer, N., and Cole, N. D. (2016). *Management of Human Resources: The Essentials*. (4th Cdn. Ed.). Toronto: Pearson Prentice Hall.

Robbins, S. P., Coulter, M., Leach, E., & Kilfoil, M. *Management*. (2016) (11th Cdn Ed) Toronto: Pearson Education Canada Inc. (Pearson)

Conduct of Module

This module is approximately 15 hours in length. It is delivered on-line and may involve individual, pair, and group work. Students are required to submit assignments, take part in asynchronous discussions, and undertake exercises in the workplace that call for reflective thinking. Participation in this module is paced and mandatory, and students are expected to practice time management skills accordingly. It is critical that each student read the assigned material and keep up to date with all objective tasks and assignments.

Student counseling: Students who are experiencing difficulty with the module should immediately consult the instructor by email.

Module withdrawal: Students should familiarize themselves with the school's module withdrawal policy and procedures, which are explained in the student handbook/calendar.

Students should budget approximately one to two hours of time in preparation for each one hour of the estimated 15 hours of class time.

All goals and evaluations of student application and demonstration of their knowledge and skills are determined as per the Online Discussion Grading Rubric and the Paper Grading Rubric linked within the module.

Evaluation Procedures

This module uses a variety of assessment tools to evaluate student performance. The final grade is an aggregate of the following components:

Threaded discussions	(3)	65%
Business plan	(1)	<u>35%</u>
Total		100%

All marks are recorded as percentages and then converted to a final letter grade according to the criteria shown below.

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Participation

Regular participation in threaded discussions is essential for success in the program. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor participation may result in the termination of a student from a course(s).

If you do not meet the established participation requirements, your instructor will recommend that the Registrar withdraw you from the course. A failing grade of RW (Required to Withdraw) will appear on your transcript. No credit is earned. Calculated as a failing grade in GPA.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Module Units/Topics

1. Identify organizational objectives
2. Establish a service profile and conduct a resource audit
3. Analyze client needs and expectations
 - Construct a comprehensive approach to solving a business problem
 - Critically examine the planning, organizing, staffing, directing, and controlling cycle of a business
 - Establish staffing requirements
4. Develop a strategic business plan that details the implementation of a carefully chosen strategic policy, including staffing requirements
 - Write a clear plan of action that details the implementation of a carefully chosen strategic alternative



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