

## Justice Institute of British Columbia COURSE OUTLINE

**Course Code:** MGMT179

**Course Title:** Strategic Planning: Getting Strategy Off the Shelf and into Service

**Prerequisite Courses:** None

**Sponsoring Division:** Community and Social Justice Division (Centre for Leadership)

**Previous Course Code & Title:**

**Course Effective Date:**

<b># of Credits:</b>	<b>1.0</b>
----------------------	------------

### Course Description:

Individuals, teams and organizations plan every day, but the day-to-day challenges at work can upset our capacity to think and plan strategically for success. In this course, you'll explore the principles and concepts of strategic planning within an organizational context. Learn a typical strategic planning cycle and explore its inherent process components. Explore the concepts of strategic thinking, management and planning, and discuss how these form a part of a new model for strategy. Using applied concepts and activities, you will be able to understand strategy, move toward thinking strategically, and develop a draft strategic planning process and model for your department or organization – one that builds in flexibility, is adaptable to change and becomes a part of the way you think about strategy.

### Course Goal(s):

Individuals, teams and organizations plan every day. However, day-to-day operations - "getting the work done"; putting out "fires", and something called *change*, upsets our capacity to think and plan strategically for success. In this course, you will explore the principles and concepts of strategic planning within a general organizational context. You will learn a typical strategic planning cycle and explore its inherent process components. Using the concepts and activities learned over this two-day course, you will be able to understand "strategy", move toward thinking strategically; and develop a draft strategic planning process and model for your department or organization – one that builds in flexibility, is adaptable to change and becomes a part of the way people think about strategy. We will explore the concepts of strategic thinking, management and planning and discuss how these become a part of a new model for strategy within the workplace.

### **Course Learning Objectives:**

Upon successful completion of this course, the learner will be able to:

- Understand the concepts of strategic planning and assess how the strategic planning process can be used to its advantage
- Compare and contrast operational and strategic planning functions
- Analyze the organizational context and identify areas of opportunity and challenge
- Facilitate the development of an organization's vision, mission and values which guide strategy planning
- Set critical strategic priorities
- Build a strategic plan that addresses and aligns with the goals and objectives of the department and/or organization
- Distinguish between strategic planning, thinking and management
- Create a process to ensure that strategy is "lived" within the department and/or organization
- Speak to the importance of monitoring and evaluating the strategic plan and process

### **Course Topics/Content:**

#### Planning the Plan

- Why Strategic Planning?
- The Context for Strategic Planning
- The Planning Cycle

#### The Strategic Plan

- Elements of a Strategic Plan
- Setting the strategic direction: Vision, Mission & Values

#### Strategic Analysis

- Conducting an Environmental Scan
- Identifying Strategic Priorities/Goals
- Key Considerations to Planning [resources, capacity, change, etc.]

#### Planning for Implementation

- Strategic *Thinking* vs. *Planning* vs. *Management*
- From Strategic to Operational
- Action Planning: the "Nuts and Bolts" of Strategy

#### Planning for Evaluation

- Monitoring and measuring progress
- Reviews and updates – living the plan
- Evaluating the plan and the process

**Text and Resource Materials:**

Use APA style; specify chapters where applicable. ([APA Style Guidelines](#))

**Required:**

**Recommended:**

**Course Level:**

	First Year		Second Year		Third Year		Fourth Year
x	Other (describe): Professional Path						

**Equivalent Course(s) within the JIBC:** None

**Class Delivery Methods:**

Delivery Methods	Class Option A (Hours)	Class Option B (Hours)	Class Option C (Hours)	Class Option D (Hours)
Classroom/Lecture/Discussion	7			
Simulation/Lab	7			
Practicum/Fieldwork				
Online				
Correspondence				
<b>Total Class Hours</b>	14			

**Comments on Delivery Methods:**

This course is participatory in nature and includes a variety of small group discussions, role plays, and large group discussion/lecture.

**Related Program(s):**

This is an elective course in the Foundations for Effective Management and Leadership Certificate.

**Credit Transfer exists at:**

Please contact the Centre for Leadership Program Coordinator for more information.

**Course Grading System:**

Check the system that applies to this course:

<input type="checkbox"/>	Letter Grades	<input type="checkbox"/>	Percentage	<input type="checkbox"/>	X	Pass/Fail	<input type="checkbox"/>	Credit/No Credit
<input type="checkbox"/>	Complete/Incomplete	<input type="checkbox"/>	Attendance Only	<input type="checkbox"/>		Not Applicable		

<b>Passing Grade:</b>	Credit Granted
-----------------------	----------------

*JIBC Standard Grading Scale for Letter, Grade Point and % Grades:*

Letter Grade	Grade Points	% Range
A+	4.33	90-100
A	4.00	85-89
A-	3.67	80-84
B+	3.33	76-79
B	3.00	72-75
B-	2.67	68-71

Letter Grade	Grade Points	% Range
C+	2.33	64-67
C	2.00	60-63
C-	1.67	56-59
D	1.00	50-55
F	0.00	0-49

**Evaluation Activities and Weighing:** (complete the %'s which apply – total must equal 100%)

Final Exam	%	Assignments	%	Project	%	Capstone Project	%
Midterm Exam	%	Portfolio	%	Participation	100%	Other	%
Quizzes/Test	%	Simulations	%	Practicum	%	TOTAL	100%

**Comments on Evaluation:** You must attend the full course to receive credit.

**Other Course Guidelines, Procedures and Comments:** None

**View the Justice Institute of BC Policies listed below at:**

<http://www.jibc.bc.ca/studentServices/main/AcademicServices/policies.htm>

Access Policy  
Harassment Policy  
Prior Learning Assessment Policy  
Student Code of Conduct

Academic Appeals Policy  
Intellectual Property Rights Policy  
Research on Human Subjects: Ethics  
Student Records