
PRESCRIPTION: 631 STRATEGIC PLANNING FOR SMALL BUSINESS

This prescription replaces *215 Advanced Small Business Management*.

ELECTIVE PRESCRIPTION

LEVEL	6
CREDIT	20
VERSION	1
INTRODUCED	2006
AIM	Students will develop a strategic plan for a small business in New Zealand.
PREREQUISITES	Nil

ASSESSMENT WEIGHTINGS

Learning outcomes	Assessment weighting %
1. Students will determine the values, beliefs and vision for a small business to inform the strategic plan.	15
2. Students will conduct analyses to inform the strategic plan.	25
3. Students will determine the direction, goals, tactics and key performance indicators for a small business to inform the strategic plan.	25
4. Students will develop and present a strategic plan and associated implementation plan for a small business.	35
TOTAL	100

All learning outcomes must be evidenced; a 10% aggregate variance is allowed.

ASSESSMENT NOTES

1. Assessment materials should reflect relevant and current legislation, standards, regulations and acknowledged good industry/business practices.
2. It is assumed that the learning outcomes will be assessed in a progressive manner to ensure that students receive the necessary guidance for the final outcome.
3. The strategic plan does not have to be the start-up document for a business. It can be developed at any stage of a business life cycle. The strategic plan is used to develop guidance for future action. It must incorporate all issues surrounding a business and therefore it provides an opportunity for students to consider a wide range of small business issues.
4. Learning outcome four requires that the implementation plan show that the practical issues of putting the strategic plan into place have been considered.

LEARNING OUTCOME ONE

Students will determine the values, beliefs and vision for a small business to inform the strategic plan.

Key elements

- a) Values and beliefs:
 - ethics
 - social responsibility
 - life style preference.
- b) Vision statement.

LEARNING OUTCOME TWO

Students will conduct analyses to inform the strategic plan.

Key elements

- a) External:
 - environmental scan
 - opportunities and threats
 - trends.
- b) Internal:
 - strengths and weaknesses
 - organisational culture.
- c) Business life-cycle:
 - phase/stage identification.
- d) Critical success factors.

LEARNING OUTCOME THREE

Students will determine the direction, goals, tactics and key performance indicators for a small business to inform the strategic plan.

Key elements

- a) Direction.
- b) Goals.
- c) Tactics.
- d) Key performance indicators.

LEARNING OUTCOME FOUR

Students will develop and present a strategic plan and associated implementation plan for a small business.

Key elements

- a) Strategic plan:
 - values
 - vision
 - direction
 - goals
 - tactics
 - performance indicators.

- b) Implementation plan:
 - timing
 - milestones
 - dependencies
 - resources
 - provision for contingencies.