

EDUC90519 Strategy & Planning in Higher Education

Credit Points:	12.5								
Level:	9 (Graduate/Postgraduate)								
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.								
Time Commitment:	Contact Hours: 24 Total Time Commitment: 170 hours								
Prerequisites:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>EDUC90518 Understanding Higher Education</td> <td>Semester 1</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	EDUC90518 Understanding Higher Education	Semester 1	12.50
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EDUC90518 Understanding Higher Education	Semester 1	12.50							
Corequisites:	None								
Recommended Background Knowledge:	None								
Non Allowed Subjects:	None								
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison website: http://www.services.unimelb.edu.au/disability								
Coordinator:	Dr Emmaline Bexley								
Contact:	Contact Us (https://enquiry.app.unimelb.edu.au/?cc=MGSE-ALL&fn=MGSE) Call: 13 MELB (13 6352)								
Subject Overview:	This subject takes a practical approach in examining various frameworks for analysing issues, planning, and developing implementation strategies. The subject will examine: goal setting; innovation and entrepreneurial thinking; planning and plan-driven budgeting; business planning; workforce planning; project management; program evaluation and benchmarking.								
Learning Outcomes:	At the successful completion of this subject students will be able to: <ul style="list-style-type: none"> # Describe the core characteristics of alternative approaches to planning; # Critically analyse the claim associated with planning methods; # Select planning techniques appropriate to particular contexts; # Apply planning techniques to workplace issues and evaluate the outcomev 								
Assessment:	There are two pieces of assessment The application of a planning technique to a contemporary workplace issue leading to a report that includes an analysis of the context, goals, targets and responsibilities. The report will incorporate a critical commentary on the characteristics of the planning techniques employed (4000 words, 80% due at the end of the semester). A 10 minute presentation (equivalent to 1000 words, due as scheduled throughout the semester 20%). Attendance at all classes (tutorial/seminars/practical classes/lectures/labs) is obligatory. Failure to attend 80% of classes will normally result in failure in the subject.								
Prescribed Texts:	Readings are provided.								
Recommended Texts:	Baldwin, G.& James, R. (2000) The market in Australian higher education and the concept of student as informed consumer Journal of Higher Education Policy and Management 22, 2:pp.139 - 148								

	<p>Clark, B. (1998) <i>Creating Entrepreneurial Universities: Organisational Pathways of Transformation</i> Oxford: Pergamon Press</p> <p>James, R. (2002) Students' changing expectations of higher education and the consequences of mismatches with reality, in Coaldrake, P. (ed) <i>Responding to Student Expectations</i> Paris:OECD</p> <p>Marginson, S. and Considine, M. (2000) <i>The Enterprise University: Power, Governance and Reinvention in Australia</i> Cambridge: Cambridge University Press.</p>
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On completing this subject, participants should be able to:</p> <ul style="list-style-type: none"> # apply theories and principles to specific contexts; # access, evaluate and utilise relevant resource materials; # reflect upon and analyse the effectiveness of their activities.
Links to further information:	www.cshe.unimelb.edu.au
Related Course(s):	Graduate Certificate in University Management