

## EDUC90519 Strategy & Planning in Higher Education

<b>Credit Points:</b>	12.50						
<b>Level:</b>	9 (Graduate/Postgraduate)						
<b>Dates &amp; Locations:</b>	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.						
<b>Time Commitment:</b>	Contact Hours: 24 contact hours (120 hours total commitment) Total Time Commitment: 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.						
<b>Prerequisites:</b>	There is one prerequisite: <table border="1" data-bbox="389 577 1485 723"> <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
Subject	Study Period Commencement:	Credit Points:					
EDUC90518 Understanding Higher Education	Semester 1	12.50					
<b>Corequisites:</b>	None						
<b>Recommended Background Knowledge:</b>	None						
<b>Non Allowed Subjects:</b>	None						
<b>Core Participation Requirements:</b>	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 Description, Subject Objectives, Generic Skills 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 HDisability Liaison Unit websiteH: Hhttp://www.services.unimelb.edu.au/disability/H						
<b>Coordinator:</b>	Prof Richard James						
<b>Contact:</b>	Education Student Centre						
<b>Subject Overview:</b>	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.						
<b>Objectives:</b>	At the successful completion of this subject students will be able to: <ul style="list-style-type: none"> <li># Describe the core characteristics of alternative approaches to planning;</li> <li># Critically analyse the claim associated with planning methods;</li> <li># Select planning techniques appropriate to particular contexts;</li> <li># Apply planning techniques to workplace issues and evaluate the outcomev</li> </ul>						
<b>Assessment:</b>	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, 100% due at the end of the semester).						
<b>Prescribed Texts:</b>	Readings are provided.						
<b>Recommended Texts:</b>	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 Clark, B. (1998) Creating Entrepreneurial Universities: Organisational Pathways of Transformation Oxford: Pergamon Press						

	James, R. (2002) Students' changing expectations of higher education and the consequences of mismatches with reality, in Coaldrake, P. (ed) Responding to Student Expectations Paris:OECD Marginson, S. and Considine, M. (2000) The Enterprise University:Power, Governance and Reinvention in Australia Cambridge: Cambridge University Press.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	On completing this subject, participants should be able to: # apply theories and principles to specific contexts; # access, evaluate and utilise relevant resource materials; # reflect upon and analyse the effectiveness of their activities.
<b>Links to further information:</b>	<a href="http://www.cshe.unimelb.edu.au">www.cshe.unimelb.edu.au</a>
<b>Related Course(s):</b>	Graduate Certificate in University Management