



The University of Southern Queensland

Course Specification

Description: Issues Management and Strategic Planning

| Subject | Cat-Nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------|
| PRL | 2001 | 15102 | 2, 2002 | ONC | 1.00 | TWMBA |

| | |
|------------------------|--------|
| Academic Group: | FOART |
| Academic Org: | FOA004 |
| HECS Band: | 2 |
| ASCED Code: | 080509 |

STAFFING

Examiner: Elizabeth Dougall

Moderator: Aidan Burke

PRE-REQUISITES

Pre-requisite: PRL 2000

SYNOPSIS

This course assumes the management perspective that when organizations are faced with an issue either accidental or intentional that significantly disrupts normal operations, effective communication is essential. Students will be made aware of potential issues affecting the public and private sectors and required to develop their individual skills in planning and implementing communication management strategies which reflect their ability to adapt to specific workplace needs. In their efforts to minimise risks and to deal with them students will examine risk identification, advance preparation, environmental surveillance, crisis management planning, and evaluation. At all times students will be encouraged to develop a commitment to ethical and responsible practices as part of the on-going development of effective issues management strategies and to develop appropriate communication policies used to facilitate issues management plans.

OBJECTIVES

On successful completion of this course students will be able to:

- clarify the purposes of an issues management program and understand the importance of proper and legitimate planning.
- establish mechanisms and develop standards for issues management scanning that alert of potential crisis and immediate means to deal with such situations.
- formalise an issues management structure.
- develop offensive activities that enable the co-ordination, control, analysis and reporting of strategic management procedures.

- know how to develop positive relationships with key publics.

TOPICS

| Description | Weighting (%) |
|--|---------------|
| 1. Planning and Investigation - Developing Survival Strategies | 5.00 |
| 2. Concepts of Communication | 10.00 |
| 3. How And When to Communicate | 10.00 |
| 4. Understanding Public Policy | 10.00 |
| 5. Taking Control- the Scanning Process | 10.00 |
| 6. The Role of Communication and Strategic Planning | 10.00 |
| 7. Confronting a Crisis | 10.00 |
| 8. The Crisis Response Mechanism | 15.00 |
| 9. Elements of the Crisis Management Plan | 10.00 |
| 10. Evaluation and Policy Design | 5.00 |
| 11. Principles of Effective Crisis Management | 5.00 |

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

Heath, R.L. 1997, *Strategic Issues Management - Organizations and Public Policy Challenges*, Sage Publications, California.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

To be advised

STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY | HOURS |
|----------------|-------|
| Assessment | 30 |
| Directed Study | 80 |
| Lectures | 15 |
| Tutorial | 30 |

ASSESSMENT DETAILS

| Description | Marks Out of | Wtg(%) | Required | Due Date |
|---------------------|--------------|--------|----------|-------------|
| CONCEPT/PROPOSAL | 15.00 | 15.00 | Y | 23 Aug 2002 |
| ISSUE ANALYSIS | 35.00 | 35.00 | Y | 18 Oct 2002 |
| EXAMINATION 3 HOURS | 50.00 | 50.00 | Y | END S2 |

OTHER REQUIREMENTS

- 1 Assignments will not normally be accepted after the due date. Late penalties will apply with a 10% per working day penalty for the first 5 working days late; and zero grade for submission after the first five working days.
 - 2 The final grade is based on the total of all assessment items and is assigned according to Faculty guidelines.
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