



The University of Southern Queensland

Course specification

Description: Issues Management and Strategic Planning

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|----------|
| PRL | 2001 | 54756 | 2, 2006 | ONC | 1.00 | Wide Bay |

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|-----------------------------------|--------|
| Academic group: | FOART |
| Academic org: | FOA004 |
| Student contribution band: | 2 |
| ASCED code: | 080509 |

STAFFING

Examiner: Aidan Burke
Moderator: Barbara Ryan

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 completion of this course students will be able to:

1. clarify the purposes of an issues management program and understand the importance of proper and legitimate planning (all assessment items refer)
2. establish mechanisms and develop standards for issues management scanning that alert of potential crisis and immediate means to deal with such situations (all assessment items refer)
3. formalise an issues management structure (all assessment items refer)
4. develop offensive activities that enable the co-ordination, control, analysis and reporting of strategic management procedures (all assessment items refer)
5. know how to develop positive relationships with key publics (all assessment items refer)

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

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Heath, R L 1997, *Strategic issues management - organizations and public policy challenges*, Sage, 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 | 30.00 |
| Directed Study | 90.00 |
| Lectures | 15.00 |
| Tutorials | 30.00 |

ASSESSMENT DETAILS

| Description | Marks out of | Wtg(%) | Due date |
|-------------------------------|--------------|--------|-------------|
| ISSUE ANALYSIS | 50.00 | 50.00 | 01 Sep 2006 |
| STRATEGIC PLAN & RECOMMEND'NS | 50.00 | 50.00 | 27 Oct 2006 |

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. For this course, normal class attendance consists of one 1 hour lecture and one 2 hour tutorial per week.
- 2 Requirements for students to complete each assessment item satisfactorily:
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by: (i) satisfactorily completing all assignments; and (ii) obtaining at least 50% of the total weighted marks for all summative assessment items.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) Students must retain a copy of each item submitted for

assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

- 1 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)
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