



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Issues Management and Strategic Planning

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	2001	79469	2, 2008	ONC	1.00	Fraser Coast

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080509

### STAFFING

Examiner: Barbara Ryan  
Moderator: Chris Kossen

### 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
2. establish mechanisms and develop standards for issues management scanning that alert of potential crisis and immediate means to deal with such situations
3. formalise an issues management structure
4. develop offensive activities that enable the co-ordination, control, analysis and reporting of strategic management procedures
5. 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**

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
Assessments	30.00
Directed Study	90.00
Lectures	15.00
Tutorials	30.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
CMA TEST 1	100.00	10.00	15 Aug 2008 (see note 1)
CMA TEST 2	100.00	10.00	12 Sep 2008 (see note 2)
STRATEGIC PLAN & RECOMMEND'NS	100.00	30.00	17 Oct 2008 (see note 3)
EXAMINATION 2 HOURS	100.00	50.00	END S2 (see note 4)

### NOTES

1. This assignment is aligned with all of the objectives.
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4. Examination dates will be advised when timetables are finalised. This assignment is aligned with all of the objectives.

## 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 successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 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:  
The exam for this course is a RESTRICTED examination, and the only materials that candidates may use are writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination.) Students whose first language is not English may take an appropriate unmarked non-electronic translation

dictionary (but not technical dictionary) into the examination. Dictionaries with any handwritten notes will not be permitted. Translation dictionaries will be subject to perusal and may be removed from the candidate's possession until appropriate disciplinary action is completed if found to contain material that could give the candidate an unfair advantage.

- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any deferred or supplementary examinations for this course will be held during the next examination period.
- 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) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (d) 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. (e) 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. (f) 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.)
- 2 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.
- 3 Students will require access to email and have internet access to USQConnect for this course.