

Shiva Safai **SBM1205 Project Formulation and Business Planning**

Unit description

This unit provides practical concepts and frameworks for front-end planning and optimization. In this unit, various business model generation, environmental analysis, competitive analysis, market research, marketing concept and forecasting are discussed. These essential front-end planning concepts enable us to conceptualize, formulate, appraise and document an effective and optimized business/project plan.

This unit is an elective unit in the MBPM program.

Learning outcomes

On successful completion of this unit, students will be able to:

- [ULO1] Demonstrate an understanding of project formulation principles, project planning and the roles of project managers.
- [ULO2] Demonstrate an understanding of business model generation for effective usage within various business contexts and the accompanying documentation.
- [ULO3] Apply a generated business model to assess the feasibility of a particular case-based project.
- [ULO4] Evaluate a project's feasibility by validating it against project management methodology.
- [ULO5] Design and apply an Implementation Plan specific to a particular case-based project.
- [ULO6] Enunciate a clear understanding of front-end planning and optimisation and demonstrate the application using a specific case-based project.

Summary

Credit Points	6
Courses	MBPM
Total Credit Points	MBPM: 69 credit points
Pre-Requisites	N/A
Co-Requisites	N/A
Other Requirements	N/A
Unit Level	Elective
Duration	14 weeks (12 teaching weeks; 1 study week; 1 final assessment week)
Mode of Delivery	On-campus
Assessment	Quiz: 10%; Unit Project – Part A: 20%; Unit Project- Part B: 30%; Examination: 40%
Prescribed Textbook	Osterwalder, A. and Pigneur, Y., (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. Creating a business plan: expert solutions to everyday challenges (2007), Harvard Business School Pub., Boston, MA.
Expected student workload	Students should expect to spend approximately 8.5 hours per week over 14 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.

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