

Unit Outline

HM008: Strategic and Organisational Planning for Health

Unit Description:

This unit explores organisational development in health from a workforce and strategic planning perspective. It assesses internal and external environmental factors that impact on health care delivery and how planning can help meet the rapidly changing needs of contemporary healthcare. Strategic development of workforce capacity in the health care arena will be considered using the application of a range of relevant theories, including the learning organisation. Students will understand the structure and steps needed to develop a strategic plan, as well as how strategy can improve service delivery, quality and safety of care.

Unit Learning Outcomes

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

- a. Formulate a strategic management plan to address an identified issue in healthcare
- b. Apply appropriate tools, theories, models and concepts to analyse strategic issues in healthcare
- c. Synthesise existing knowledge and research evidence to address strategic planning priorities in healthcare
- d. Critically analyse the principles of equity and justice in planning and management of health services

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Unit Summary:

Location	Sydney and Brisbane
Courses and Total Credit Points Required for Completion	Master of Health Management (96 Credit Points)
Study Level	Postgraduate
Unit Level	Core
Prerequisites	HM001 – HM006 inclusive
Credit Points	8
Duration	One Trimester – 12 week study period
Delivery Mode	On-campus
Assessment	Proposal: 10% SWOT Analysis (1500 words): 30% Strategic Plan (3000 words): 40% Individual Presentation: 20%
Prescribed Textbook	Brian. C. Martin (2018). <i>Strategic Planning in Healthcare</i> . Springer Publishing Company
Expected Student Workload	Four hours timetabled classes plus at least eight hours personal study hours.

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