Applied Strategic Planning for Local Economic Development

This short programme teaches how to organise, plan and obtain consensus from stakeholders. It looks at methods for environmental analyses of the financial, human and other resources in order to assist with the implementation of strategic plans and teaches how to measure the impact and performance of the community as well as the economic inventory and institutional and information sources. The topic of surveys is also looked at, how to use focus groups, how to analyse data and how fieldwork would be done in this area of study.

Upon successful completion of this course, the learner should be able to effectively organise, plan and obtain consensus from the stakeholders, develop vision, objectives and strategic planning and be able to create a theoretical outline of an environmental analysis of all relevant types of resources, all in order to promote local economical development (LED) in the municipal context. The student will also be able to measure and discuss the impact of the strategic plan on the community and be able to undertake surveys on relevant focus groups.

Students will be assessed based on, amongst other things, their ability to successfully demonstrate methods of obtaining building consensus, their ability to formulate an applied strategic plan for LED and to implement action plans for these LED projects. They should also be able to evaluate the resources required for implementing the LED plan and conduct an effective environmental analysis. The learner must appropriately consider relevant factors in the design of the evaluation programmes, appropriately survey local businesses and residents, correctly analyse economic data and accurately identify important economic data analytical tools.

The above mentioned will be assessed by way of formative assessments (20%) which will consist, amongst other things, of group exercises, discussions and class tests. The remaining 80% of the final mark will come from summative assessments in the form of integrated work-based application assignments in the LED work environment. The pass mark for all summative assessments is 50% and the student needs at least 70% to be eligible to write the IEDC exam for professional registration.