

PLANNING SKILLS

Course Syllabus

1. General Information

Course name: **Planning skills**

Course code: MAR

Number of credits: 1

Faculty: Marketing

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2. Objectives

The aim of this unit is to provide learners a strong theoretical background in planning skills along with a practical understanding of how to plan and organize tasks in practices.

3. Abstract

Planning is an important thinking skill that helps an individual develop strategies to accomplish goals. This unit provide learners to conceptualize and develop the planning skills in order to achieve personal's goals. In details:

- Knowing what they want to achieve and have a clear vision of the end result.
- Setting regular objectives along the way so they know when they are on track or, even more important, behind schedule.
- Making an action plan based on these objectives and arranging the resources to carry it out.
- Drawing up a work schedule or timetable and set deadlines, communicating regularly with others if necessary.

4. Teaching and learning methods

Lectures: 8h

In class discussion & practice: 7h

Self-study: h

5. Prerequisites

6. Learning Outcomes

On successful completion of this unit a student will:

- Understand the importance of planning and organization skills
- Understand the process to plan and organize an individual task

- Understand the time management skill in planning

7. Assessment Criteria

| Learning outcomes On successful completion of this unit a student will: | Assessment criteria for pass the student can: |
|--|---|
| LO1. Understand the importance of planning and organization skills | 1.1 Explain the concept of planning and organization skills 1.2 Understand the importance of planning and organization skills |
| LO2. Understand the process to plan and organize a task | 2.1 Identify the situation 2.2 Identify the task 2.3 Describe the action 2.4 Explain the result |
| LO3. Understand the importance of time management skills | 3.1 Understand the differences between urgent and importance. 3.2 Understand the good time management 3.3. Carry out the priority matrix 3.4 Applied some time management applications |

8. Required Textbooks

9. Schedule

| Slot number | Main contents | Specific contents and activities | Student's tasks before and after class |
|--------------------|-------------------------------------|---|---|
| 1 | The scope of planning skills | <ul style="list-style-type: none"> • Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria • The concept of planning and organization skills • The importance of planning and organization skills <p><u>Activity:</u> Discuss the importance of planning and organization skills</p> | |

| | | | |
|---|--|---|--|
| 2 | The process of planning and organization an individual task | <ul style="list-style-type: none"> • Define the situation <ul style="list-style-type: none"> - Goal setting - Deadline setting - Identity an individual resource • Time management skills: <ul style="list-style-type: none"> - The importance of time management skills - How to evaluate good time management <p><u>Activity:</u> Choose a group task and practice</p> | |
| 3 | The process of planning and organization an individual task | <ul style="list-style-type: none"> • Time management skills (cont.) <ul style="list-style-type: none"> - The priority matrix - Time management tools: Todoit, Toggl Track • Identify the task: <ul style="list-style-type: none"> - Build a to-do list - Prioritize each task - Mind-map skill <p><u>Activity:</u> Choose a group task and practice</p> | |
| 4 | The process of planning and organization an individual task | <ul style="list-style-type: none"> • Describe the action <ul style="list-style-type: none"> - Input tasks into a schedule - Describe the actions <p><u>Activity:</u> Choose a group task and practice</p> | |
| 5 | The process of planning and organization an individual task | <ul style="list-style-type: none"> • Explain the result <p><u>Activity:</u> Choose a group task and practice</p> | |
| 6 | Presentation sessions | <i>Present a group task</i> | |
| 7 | Presentation sessions | <i>Present a group task</i> | |

10. Grading Policy

| | Assignment | Importance |
|---|---|-------------------|
| 1 | Class participation/In class activities | 30% |
| 2 | Final exam | 70% |

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The student must not be absent more than 20% of total scheduled learning slots.

Group Assignment

This assignment encourages students to apply knowledge and develop skills in planning a task. Learners will choose or be assigned a specific task with a group (4-5 members). The groups have

to prepare a plan to implement the assigned task. As a result of the group project, each group must deliver a report and present on class. The oral presentation of each group must be no longer than 15 minutes.