

Syllabus

Award, Certificate & Diploma
in Strategic Management
& Leadership

EXponential
Training & Assessment



Qualifications in: Strategic Management & Leadership



This suite of MBA level leadership and management qualifications explores the strategic management skills required by senior executives and managers. Drawing on current thinking and best practice, this programme focuses on how to achieve impact and how to get results. In addition to utilising the programme materials and resources, independent research and investigation is required to achieve the Diploma in Strategic Management & Leadership.

Award in Strategic Management & Leadership

- Personal development as a strategic manager

Certificate in Strategic Management & Leadership

- Personal development as a strategic manager
- Strategic planning

Diploma in Strategic Management & Leadership

Core Units

- Personal development as a strategic manager
- Strategic planning
- Strategic performance management
- Financial management
- Strategic information management
- Conducting a strategic management project
- Organisational direction

Plus two Optional Units from

- Financial planning
- Organisational change
- Strategic leadership practice



Duration:

The Award can be completed in just 4 – 6 weeks, the Certificate in 10 – 16 weeks and the Diploma in 9 – 15 months

Enrolment dates:

Flexible – start when convenient

Delivery Method:

Distance learning and/or in-company

Assessment:

Assessment is by written assignment. For in-company programmes an alternative assessment model can be designed

Professional Institute Membership:

Up to three years studying membership of the Chartered Management Institute. Successful completion of the Certificate or Diploma entitles managers to apply for CMI membership and to use the designation ACMI or MCMI

Bonus Resources:

- Use of the Institute's resource library
- Complimentary guide: 'How to Complete your Assignment'

Award in Strategic Management & Leadership

The Award in Strategic Management & Leadership comprises the following Unit:

Unit Title:	Personal development as a strategic manager
Unit Aim:	This Unit is about the leadership skills required by a manager to operate effectively at strategic level
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Be able to identify personal skills to achieve strategic ambitions	1.1 Analyse the strategic direction of the organisation 1.2 Evaluate the strategic skills required of the leader to achieve the strategic ambitions 1.3 Assess the relationship between existing, required and future skills to achieve the strategic ambitions
2. Be able to manage personal leadership development to support achievement of strategic ambitions	2.1 Discuss the opportunities to support leadership development 2.2 Construct a personal development plan to direct leadership development 2.3 Devise an implementation process for the development plan
3. Be able to evaluate the effectiveness of the leadership development plan	3.1 Assess the achievement of outcomes of the plan against original objectives 3.2 Evaluate the impact of the achievement of objectives on strategic ambitions 3.3 Review and update the leadership development plan
4. Be able to advocate a staff welfare environment that supports organisational values	4.1 Evaluate the impact of corporate commitment to staff welfare on organisational objectives 4.2 Discuss how a staff welfare environment can affect achievement of organisational objectives 4.3 Consider the influence of a corporate commitment to staff welfare on the development of organisational values

Certificate in Strategic Management & Leadership

The Certificate in Strategic Management & Leadership comprises the Award in Strategic Management & Leadership plus the following Unit:

Unit Title:	Strategic planning
Unit Aim:	This Unit is about the purpose, direction and implementation of strategic plans
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Be able to understand the purpose of a strategic plan	1.1 Identify the organisational strategic aims and objectives 1.2 Determine the alternative strategic options available 1.3 Assess the impact of stakeholder expectations on a strategic plan
2. Be able to select a strategic direction from analysis of alternative strategic options	2.1 Determine the alternative strategic options available 2.2 Assess priorities and the feasibility of alternative options 2.3 Carry out a risk assessment of preferred alternatives 2.4 Identify and justify the selected strategic directions 2.5 Produce a strategic plan to achieve the selected strategic directions
3. Be able to implement, evaluate, monitor and review the strategic plan	3.1 Assess the factors to be considered in the implementation of the strategic plan 3.2 Determine the processes required to monitor and review the strategic plan 3.3 Determine the impact of the strategic plan

Diploma in Strategic Management & Leadership

The Diploma in Strategic Management & Leadership comprises the Certificate in Strategic Management & Leadership plus the following four Core Units and two from the subsequent three Optional Units:

Unit Title:	Strategic performance management	
Unit Aim:	This Unit is about ensuring that the performance of the team contributes to meeting strategic objectives	
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:	
1. Be able to set performance targets of teams to meet strategic objectives	1.1	Assess the links between team performance and strategic objectives
	1.2	Evaluate tools and techniques available to set team performance targets
	1.3	Assess the value of team performance tools to measure future team performance
2. Be able to agree team performance targets to contribute to meeting strategic objectives	2.1	Analyse how to determine required performance targets within teams against current performance
	2.2	Discuss the need to encourage individual commitment to team performance in achievement of organisational objectives
	2.3	Relate the application of delegation, mentoring and coaching to the achievement of the organisational objectives
	2.4	Evaluate a team performance plan to meet organisational objectives
3. Be able to monitor actions and activities defined to improve team performance	3.1	Assess the process for monitoring team performance and initiate changes where necessary
	3.2	Evaluate team performance against agreed objectives of the plan
	3.3	Evaluate the impact of the team performance in contributing to meeting strategic objectives
4. Be able to apply influencing and persuading skills, to the dynamics and politics of personal interactions	4.1	Determine influencing and persuading methodologies to gain the commitment of individuals to a course of action
	4.2	Discuss the impact of individual dynamics, interests and organisational politics on securing the commitment of individuals to a course of action

Unit Title:	Financial management
Unit Aim:	This Unit is about understanding financial data and developing and making judgements on proposals against strategic objectives
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Be able to analyse financial data	1.1 Determine how to obtain financial data and assess its validity 1.2 Apply different types of analytical tools and techniques to a range of financial documents and formulate conclusions about performance levels and the needs of stakeholders 1.3 Conduct comparative analysis of financial data 1.4 Review and question financial data
2. Be able to assess budgets based on financial data to support organisational objectives	2.1 Identify how a budget can be produced taking into account financial constraints and achievement of targets, legal requirements and accounting conventions 2.2 Analyse the budget outcomes against organisation objectives and identify alternatives
3. Be able to evaluate financial proposals for expenditure submitted by others	3.1 Identify criteria by which proposals are judged 3.2 Analyse the viability of a proposal for expenditure 3.3 Identify the strengths and weaknesses and give feedback on the financial proposal 3.4 Evaluate the impact of the proposal on the strategic objectives of the organisation

Unit Title:	Strategic information management	
Unit Aim:	This Unit is about using management information to inform and support strategic decision making	
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:	
1. Be able to understand the impact of management information on decision making	1.1	Identify the features of data and information
	1.2	Determine the criteria to be applied when selecting data and information to support decision making
	1.3	Evaluate the impact of a management information system to an organisation
2. Be able to understand the importance of information sharing within the organisation	2.1	Determine the legal responsibilities in sourcing, sharing and storing information
	2.2	Discuss when information should be offered and access allowed
	2.3	Evaluate the formats in which information can be offered
3. Be able to use information to inform and support strategic decision making	3.1	Analyse information to identify patterns and trends
	3.2	Evaluate a range of decision making tools and techniques available to support a strategic decision
	3.3	Determine the sources available to assist in analysing data and information
4. Be able to monitor and review management information	4.1	Identify methods of evaluating management information within an organisation
	4.2	Discuss processes for analysing impact of information on strategic decisions made
	4.3	Determine methods of developing information capture to inform and support strategic decision making

Unit Title:	Conducting a strategic management project
Unit Aim:	This Unit is about identifying, researching and producing the result on an investigative project and evaluating its impact
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Be able to identify and justify a strategic investigative project	1.1 Determine a topic of investigation that has a strategic implication 1.2 Discuss the aim, scope and objectives of the project 1.3 Justify the topic of investigation and its aim, scope and objectives 1.4 Evaluate the project research methodology, including the project structure and research base
2. Be able to conduct research, using sources, and synthesise data and options	2.1 Identify sources of data and information that will support the aim of the project 2.2 Synthesise the data and information for options or alternatives that support the project aims 2.3 Determine an option or alternative that supports the project aims
3. Be able to draw conclusions and make recommendations that achieve the project aim	3.1 Evaluate the research analysis to enable conclusions to be made 3.2 Recommend a course of action that achieves the project aim 3.3 Analyse the impact of the recommendations
4. Be able to develop and review the results of the investigative project	4.1 Evaluate the medium to be used to present the result of the project 4.2 Produce the results of the investigative project 4.3 Evaluate the impact of the investigative project

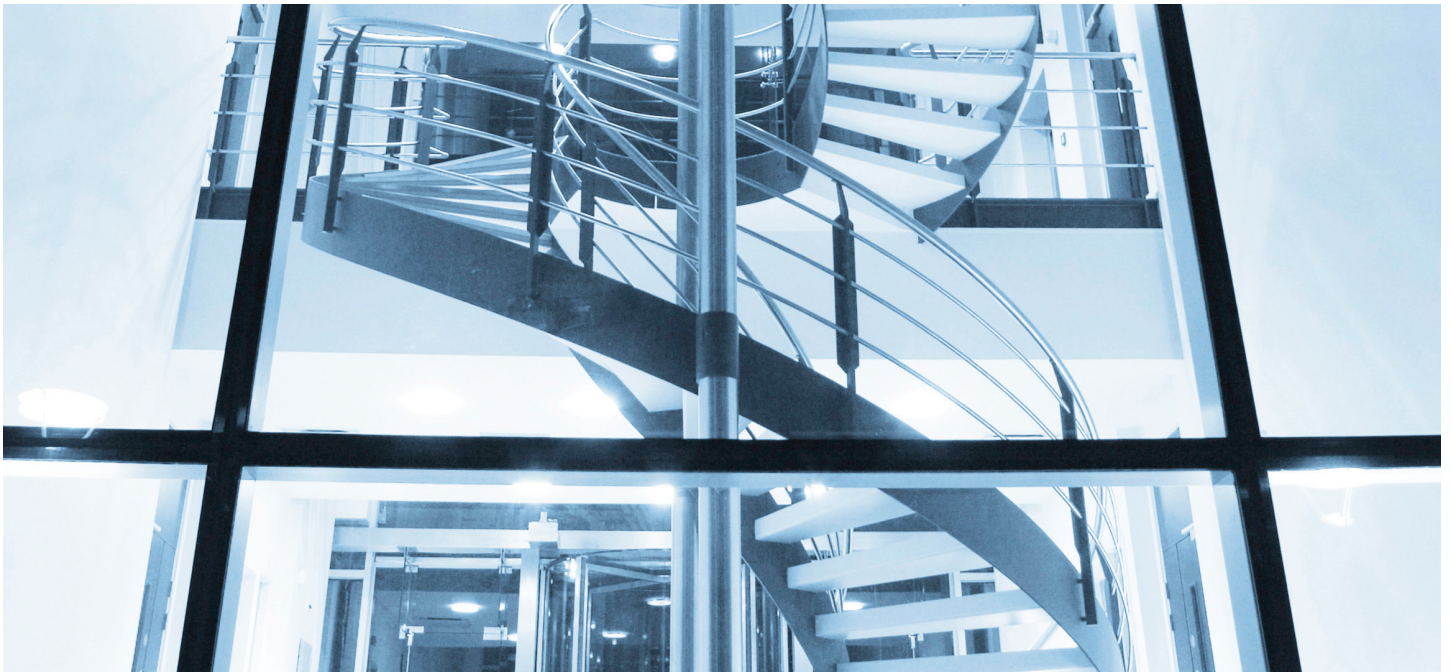
Unit Title:	Organisational direction
Unit Aim:	This Unit is about reviewing strategic aims and objectives, analysing progress towards achievement and evaluating alternatives
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Be able to review and determine the organisational strategic aims and objectives	1.1 Identify the current strategic aims and objectives 1.2 Undertake an evaluation of the component parts of a strategic plan 1.3 Analyse the factors affecting the strategic plan
2. Be able to identify and analyse progress towards organisational strategic aims and objectives	2.1 Apply a range of strategic analysis tools to audit progress towards strategic aims and objectives 2.2 Review and assess the expectations of all stakeholders and their influence upon the organisational strategy 2.3 Analyse, interpret and produce a structured evaluation of the organisational strategic position
3. Be able to determine and evaluate strategic options to support a revised strategic position	3.1 Identify and develop a range of alternative strategic options to meet strategic aims and objectives 3.2 Determine and justify the strategic option that meets the revised strategic position

You must also choose two from the following three Optional Units

Unit Title:	Financial planning
Unit Aim:	This Unit is about identifying, developing, agreeing and monitoring a financial plan that supports strategic objectives
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Understand how the financial plan supports strategic objectives	1.1 Explain how the strategy of the organisation impacts the financial plan 1.2 Identify the component parts of a financial plan 1.3 Identify issues of risk within a financial plan
2. Understand the construction of a financial plan	2.1 Identify the level of importance of each component of the plan 2.2 Identify mitigation strategies for high risk components of the plan 2.3 Produce a financial plan
3. Understand how to promote the financial plan in support of strategic objectives	3.1 Discuss how the plan supports strategic objectives 3.2 Outline an approach to gain agreement for the financial plan 3.3 Identify an evaluation and review measure for the agreed plan

Unit Title:	Organisational change
Unit Aim:	This Unit is about identifying and developing change strategies to meet organisational objectives
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Understand how to apply solutions to organisational change	1.1 Identify a range of organisational change models or frameworks 1.2 Apply a range of creative problem solving techniques to address change challenges 1.3 Identify and justify change solutions that link to organisational strategic plans
2. Understand how to develop a change strategy using implementation models	2.1 Evaluate a range of change implementation models 2.2 Identify the criteria to select a change implementation model that supports organisational change
3. Be able to analyse an organisational response to change	3.1 Demonstrate the use of analytical tools to monitor the progress and the effect of change 3.2 Assess monitoring and measurement techniques to change within an organisation 3.3 Analyse strategies to minimise adverse effects of change
3. Understand how to evaluate the impact of change strategies	4.1 Identify the processes to review the impact of the change 4.2 Analyse the results of the impact review 4.3 Present the findings of the change analysis

Unit Title:	Strategic leadership practice
Unit Aim:	This Unit is about the links between strategic management and leadership, key leadership principles, theory and organisational strategy
Learning outcomes: By the end of this Unit you will:	Assessment criteria: By the end of this Unit you will be able to:
1. Understand the relationship between strategic management and leadership	1.1 Analyse the concept of managers as effective leaders 1.2 Analyse the concept of leaders as effective managers 1.3 Analyse the balance needed between the demands of strategic management and the demands of strategic leadership
2. Understand leadership principles that support organisational values	2.1 Evaluate the role of the strategic leader in the creation of the organisation's vision, mission and values and in the communication of these to others 2.2 Analyse how personal energy, self-belief and commitment impact leadership styles and their application in the strategic environment 2.3 Discuss how ethical leadership engenders empowerment and trust and identify its impact on organisational practice
3. Be able to understand leadership strategies and the impact on organisation direction	3.1 Evaluate transformational leadership and identify its impact on organisational strategy 3.2 Evaluate transactional leadership and identify its impact on organisational strategy 3.3 Evaluate situational leadership and identify its impact on organisational strategy



Take the next step

Find out more

If you would like to talk to someone about our suite of qualifications all you have to do is call [+44 \(0\)1455 845071](tel:+4401455845071) and you will be put through to someone who can help or email sales@exponentialtraining.com

Get more information by calling

+44 (0) 1455 845071

or visiting www.exponentialtraining.com

Skype enquiries: [exponential.enquiries](https://www.skype.com/en/contacts/exponential/enquiries)

Exponential Training & Assessment Ltd

The Bank, 22 Wood Street, Earl Shilton
Leicestershire, LE9 7ND, United Kingdom

Tel: +44 (0)1455 845071

Fax: +44 (0)1455 842403

Email: sales@exponentialtraining.com

www.exponentialtraining.com

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