

Stratford  
**Business**  
School

**Prospectus 2017**

**Pearson Level 7**

**Strategic Management & Leadership**

Certificate

Diploma

Extended Diploma

MBA Progression





## Pearson Level 7 Strategic Management & Leadership

Level 7 is postgraduate level study

<b>Level 7</b>	Master's Degree – MA, MBA <b>Level 7 Cert, Dip &amp; Extended Dip</b>
<b>Level 6</b>	Batchelor Degree BA, BSc
<b>Level 5</b>	HND, Foundation Degree Level 5 CMS & DMS
<b>Level 4</b>	Certificate of Higher Education HNC
<b>Level 3</b>	A Levels BTEC National Diploma
<b>Level 2</b>	GCSE

There is no need for mature students to progress sequentially through the levels; Level 7 management qualifications were designed for experienced managers, whereas the qualifications at Level 5 and 6 are designed for younger students without management experience. Applicants must be over 19. Learners whose primary language is not English will be expected to prove competency in English to CEFR level B2.

### Structure of the Level 7 Strategic Management & Leadership Programme

There are three qualifications: Certificate, Diploma, and Extended Diploma. They can be taken sequentially by adding Units to “top up” from one qualification to the next, or you can choose which qualification you want to achieve and simply enrol for that course.

Level 7 Certificate is 2 Units worth 20 Credit Points

Level 7 Diploma is 6 Units worth 60 Credit Points

Level 7 Extended Diploma is 9 Units worth 120 Credit Points

The Extended Diploma is ideal preparation for those students who wish to continue on to the final stage of an MBA. An MBA is worth 180 points in total.

For all of the Units the method of study is by distance learning. One Unit is taken at a time, under the guidance of a personal tutor.

**Certificate  
Units**

Developing Strategic Management & Leadership Skills	Strategic Change Management
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**Diploma  
Units**

Developing Strategic Management & Leadership Skills	Strategic Change Management	Professional Development for Strategic Managers
Strategic Planning	Strategic Marketing Management and E Strategies	Strategic Human Resource Management

**Extended  
Diploma  
Units**

Developing Strategic Management & Leadership Skills	Strategic Change Management	Professional Development for Strategic Managers
Strategic Planning	Strategic Marketing Management and E Strategies	Strategic Human Resource Management
Managing Financial Principles & Techniques	Project 1 Research Methods	Project 2 Development & Implementation

## Level 7 Strategic Management & Leadership

### Recognition and MBA study opportunities

The Level 7 Certificate in Strategic Management and Leadership is a qualification in its own right and managers in both the private and public sectors study for it at colleges and universities throughout the UK in order to enhance their career prospects. Most of them continue on to achieve the Diploma, which is a more traditional management qualification, with a wide range of subjects. This indicates to employers that the holder has a broad outlook, and possesses generic management skills that can be used in any organisation.

The Extended Diploma continues this progression with the addition of financial and project management skills. All of these qualifications clearly show the Credit Points that have been earned – at 120 Points, the Extended Diploma is a much more substantial qualification than others that are available at Level 7, and indicates that the holder has the intellectual capacity to succeed at Masters Degree Level.

The Pearson Level 7 Strategic Management qualifications form part of the most widely recognised qualification for strategic managers –the MBA. For successful students there is a continuous and guaranteed progression from the Certificate, to Diploma, to Extended Diploma and to MBA.

Pearson Level 7 Extended Diploma 120 Credit Points	MBA Top Up 60 points
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Stratford Business School has a three partner Universities which deliver the final stage of the MBA.

For further details and application procedures for these Top Up programmes please contact the Stratford Business School Office.



## **Level 7 Strategic Management & Leadership Units**

The following are the skills that each Unit is designed to achieve:

### **Developing Strategic Leadership & Management Skills**

Understand the relationship between strategic management and leaders. Be able to apply management and leadership theory to support organisational direction, assess leadership requirements and plan the development of leadership skills

### **Strategic Change Management**

Understand the background to organisational strategic change, issues relating to strategic change, be able to lead stakeholders in developing a strategy for change and consider models for ensuring ongoing change.

### **Professional Development for Strategic Managers**

Be able to assess personal and professional skills required to achieve strategic goals, conduct a skills audit to identify learning style and implement a personal development plan.

### **Strategic Planning**

Understand the external environment affecting an organisation and be able to review existing business plans and strategies, develop options for strategic planning and construct a strategy plan.

### **Strategic Marketing Management and E Strategies**

Understand the principles of strategic marketing management, the tools used to develop a strategic marketing strategy, use strategic marketing techniques and be able to respond to changes in the marketing environment. Understand the role of e strategy and the development of efficient processes to achieve competitive advantage.

### **Strategic Human Resource Management**

Understand how the strategic management of human resources contributes to the achievement of organisational objectives. Be able to develop human resource plans, understand human resources policy requirements and examine human resources management in an organisation.

## **Managing Financial Principles & Techniques**

Be able to apply cost concepts to the decision-making process, apply forecasting techniques, participate in the budgetary process of an organisation, recommend cost reduction and management processes, use financial appraisal techniques and interpret financial statements for planning and decision making

### **Project 1 - Research Methods**

Understand how to select a research question, be able to conduct a literature review, understand techniques used to interpret data in a research proposal and choose the appropriate research methodology

### **Project 2 - Development & Implementation**

Be able to develop a project specification, plan for the implementation of a project, implement a project, evaluate and present the outcomes of a project

## **Certificate**

### **Distance Learning Unit Fee per Unit - two Units required**

£222 plus £15.00 VAT per Unit <i>Can be paid on a "per Unit" basis</i>	£ 237.00
Pearson Registration fee £75.50 + £15.10 VAT	£ 90.60
Total cost of the two Unit Certificate	£ 564.60

## **Diploma**

### **Distance Learning Unit Fee per Unit - six Units required**

£222 plus £15.00 VAT per Unit <i>Can be paid on a "per Unit" basis</i>	£ 237.00
Pearson Registration fee £148.30 + £29.66 VAT	£ 177.60
Total cost of the six Unit Diploma	£1599.60

## **Extended Diploma**

### **Distance Learning Unit Fee per Unit - nine Units required**

£222 plus £15.00 VAT per Unit <i>Can be paid on a "per Unit" basis</i>	£ 237.00
Pearson Registration fee £168.60 + £33.72 VAT	£ 202.32
Total cost of the nine Unit Extended Diploma	£ 2335.32

If topping up to the Extended Diploma from the Diploma –  
3 Units at £237.00 plus Pearson Top Up Registration fee    £ 812.16

Course Fees valid until December 2017. Pearson Fees valid until August 2017.



## **Why study by distance learning with Stratford Business School?**

Everything is completely flexible

- ◆ **You can start whenever you like** - We don't follow a traditional academic year, so you don't have to wait until September or October to start - you decide your own starting date.
- ◆ **You don't need to take time off work.** There is no attendance or exams.
- ◆ **You can study at times convenient to you.** You don't have to attend timetabled classes. Your study pattern can change when you want it to - weekends one week and evenings the next.
- ◆ **You study at your own pace, fast or slow.** If you want to you can fast track and complete the course quickly. Or you can take time out when you have other priorities in your home or work life.
- ◆ **Your personal tutor coaches you through each unit.** You get feedback and advice before you attempt the assessed assignments.

## **How does Distance Learning work?**

It is usual to study one Unit at a time. Your tutor will send you a Study Pack and a letter to introduce themselves, including contact details. Communication is usually by e-mail. You can ask questions and send draft versions of coursework and your tutor will give you feedback on your progress.

Each Unit on has a Study Pack containing notes, exercises and an assignment. The overall grade for each Unit on the Level 7 programme is either Pass or Fail.

**Contact Sue Gull at Stratford Business School if you would like to discuss any aspects in further detail.**

## **How Do I Apply?**

Apply online at our website, or return the form at the end of this Prospectus.. You will then be invoiced as per your instructions for your course fees and Pearson Registration Fee. Once your course fees have been received, your Study Pack can be issued as a CD, printed folder or emailed as a pdf file.

For Armed Forces personnel these qualifications are eligible for funding through Standard and Enhanced Learning Credits. (ELC Provider Number 1235).

Stratford Business School  
PO Box 1754  
Stratford upon Avon  
CV37 6TW

Tel 00 44 (0)1789751151  
FAX 00 44 (0)1789751622

[study@stratbiz.co.uk](mailto:study@stratbiz.co.uk)

**Pearson Level 7 Strategic Management & Leadership**

Please tick the appropriate box to apply for **one** course

I would like to study the Level 7: Certificate  Diploma  Extended Diploma

I am paying my own fees  or My employer is paying my fees\*

I will pay for one unit at a time  or I will pay for the complete course now

I am applying for ELC funding  \*Please supply the invoice details

**Personal Details**

Surname	Title	First Name/s	Date of Birth	Male/ Female
Address		Telephone Number: Home:	E mail address: Home:	
Postcode		Work:	Work:	
		Fax:		

**Most recent Education/Qualifications**

School/Colleges attended	Qualifications Dates

**Employment**

Employer	Dates	Job Title	Main Duties

Signed .....

Date .....

Send the form to: Bridge House, PO Box 1754, Stratford upon Avon, CV37 6TW UK  
or FAX to: 0044 (0)1789 751622 or email to study@stratbiz.co.uk

