

Stratford  
**Business**  
School

**Prospectus 2021**

**Pearson Level 7  
Strategic Management & Leadership**

Certificate

Diploma

Extended Diploma

MBA Progression



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## Pearson BTEC Level 7 Strategic Management & Leadership

The awarding body is Pearson – the largest awarding body in Europe. These qualifications are fully accredited as part of the UK Regulated Qualifications Framework (RQF).

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>	Bachelor 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 years of age. 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 has 1 Unit worth 20 Credit Points

Level 7 Diploma has 3 Units worth 60 Credit Points

Level 7 Extended Diploma has 6 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 Unit

Strategic Leadership and Management
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Diploma Units

Strategic Leadership and Management	Strategic Change Management	Strategic Marketing Management
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Extended Diploma Units

Strategic Leadership and Management	Strategic Change Management	Strategic Marketing Management
Research Methods	Financial Principles and Techniques for the Strategic Manager	Project Management – the Strategic Perspective

**Level 7 Strategic Management & Leadership - Summary of Unit Contents**

**Strategic Leadership and Management**

Building on an understanding and appreciation of contemporary and seminal theories, concepts and models, learners will examine the strategic challenges faced by senior members of an organisation ensuring a competitive advantage. This may be through ‘business as usual’ activities or through the implementation of change initiatives. Learners will explore strategic leadership and management in practice where ethics, diversity and performance management are important considerations, especially during times of uncertainty and volatility in operating markets. Using this knowledge as a basis for examining their own ability and capacity to undertake a strategic leadership and management role, learners will consider those qualities and traits exhibited by effective strategic leaders and managers before reflecting on and critiquing their own skills and behaviours.

## **Strategic Change Management**

Learners will explore different perspectives on strategic change where an appreciation of the relationships between organisational culture, power and internal politics, and organisational learning.

Understanding these different perspectives will enable learners to explore, in greater depth, how strategic change management is applied in practice. Once learners are able to examine the internal and external environments of organisations and how these influence organisational change, they will be in a position to design a change transition strategy where the conditions for change are effectively enabled. People can be both champions of, and resisters to change. As such, how they are managed is key to the success or otherwise of a change initiative.

## **Strategic Marketing Management**

An organisation's strategic position and the positioning of its products and services, depends on creating and implementing intelligent and well-informed strategic marketing plans. Marketing management seeks to get the business to produce what the customer wants and align all marketing activities to meet customer needs.

This unit explores the role of marketing management in setting marketing goals, applying business models to establish a marketing strategy and utilising marketing instruments that contribute towards an organisational approach to marketing. A strategic marketing strategy combines product development, promotion, distribution, pricing, relationship management and other elements of marketing. The strategy identifies an organisation's strategic marketing goals and explains how they will be achieved within a designated timeframe.

## **Research Methods**

Strategic managers benefit from developing a set of skills and a way of thinking that enables them to consider, review and evaluate the evidence presented to them, and to challenge strategic decisions with their own evidence-based knowledge and experience.

In this unit, learners will need to propose a unique research question related to an area of professional business practice. They will carry out a literature review on a topic, critically evaluating the literature's relevance to their research question. Successful completion of the unit will contribute towards helping learners develop and improve their own critical and reflective skills by applying decision-making, problem solving and other skills, including planning, research, critical thinking, analysis, synthesis, evaluation and presentation.

## **Managing Financial Principles & Techniques**

The goal of strategy is to place an organisation in a sustainable position supported by adequate resources. One of the key functions of strategic managers is to make long term decisions that will contribute towards the achievement of an organisation's strategic objectives. Strategic managers rely on both quantitative and qualitative management

information to ensure that the decisions they take are robust and take account of the potential benefits and risks to the organisation.

This unit focuses on the financial data and management information that strategic manager's use when making financial decisions. These decisions will be about the planning and allocation of resources based on the financial models and financial statements prepared and presented by the organisation's management accountants and financial accountants.

Successful completion of this unit will enable learners to analyse these financial models and financial statements to assess and evaluate an organisation's financial performance, determine the reasons for underperformance, and set challenging financial performance targets in relation to revenue, costs, liquidity, financial returns, efficiency and overall profitability. Achievement of these targets will enable an organisation to improve its position in a competitive market and meet the needs and interests of its stakeholders. This unit does not require any prior knowledge of financial or management accounting but learners should be confident in the application of numerical skills in data analysis to assist in management decision-making and formulating organisational strategies.

### **Project Management – the Strategic Perspective**

Strategy is often defined in organisational terms as putting an organisation in a specific position through improving its competitive advantage. One approach that organisations adopt to achieve and/or increase their competitive advantage is through the use of strategic projects. Through the establishment of appropriate governance structures, ensuring sufficient resources are in place, and through effective leadership, planning and control, project managers are able to implement and deliver a project's aims and objectives.

In this unit, learners will explore the key theories, concepts and models that underpin effective project management from a strategic perspective. This exploration will support consideration of the key strategic requirements of governance, leadership, planning and control.

## Level 7 Strategic Management and Leadership

### Recognition and MBA study opportunities

The Level 7 Certificate in Strategic Management and Leadership is a qualification in its own right; 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 wider range of subjects.

These qualifications benchmark individuals at Level 7 and put their experience into context. They enable employers to understand an applicant's level of management and intellectual ability, whatever their technical background. This level of qualification indicates that the holder has a broad outlook, and possesses senior management skills that can be used in any organisation.

The Extended Diploma continues this progression with the addition of research methods and 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.

Pearson Level 7 Management qualifications are widely recognised, and managers in both the private and public sectors study for them at colleges and universities throughout the UK in order to enhance their career prospects. 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 have three partner Universities that offer our Extended Diploma holders final stage places on their MBA's.

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



## Course Fees (inclusive of Pearson Registration Fee)

Level 7 Qualification	Course Fee
Certificate or Diploma in Strategic Management and Leadership	Contact the SBS Office
Extended Diploma in Strategic Management and Leadership	£2500

Course Fees can be paid by the Unit – contact David Dayitch at the Stratford Business School office for details.

The SBS Course fees represent a considerable saving in both time and money when compared to typical University fees to gain the 120 Masters level credits.

## 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. Our Level 7 programme tutors are all MBA qualified with many years teaching experience.

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

Stratford Business School has specialised in distance learning provision for over 20 years.

You will be allocated a Tutor for each subject. All our Tutors are very experienced at providing distance learning support at postgraduate level. We recommend that you study one unit at a time – each subject has a supporting Study Pack and you will be given access to the SBS Subject Lecture videos and Presentations and also Assignment Guidelines.

All Tutors encourage students to mail in rough drafts of assignments for checking before they are submitted for grading. Assignments can only Pass or be Referred for further work – there are no percentage grades.

**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 and Tutor contact details will be emailed to you.

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

Tel 00 44 (0) 1386 643352

[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:  Work:	E mail address: Home:  Work:	

**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 email to David Dayitch: **study@stratbiz.co.uk**