

Pearson BTEC Level 7
Extended Diploma
in Strategic Management & Leadership

MBA Progression

Prospectus 2023 - 24

Distance Learning and
Intensive Virtual Seminars



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Pearson BTEC Level 7 Strategic Management and Leadership

Stratford Business School has provided Distance Learning and Intensive Seminars for members of the Armed Forces since 2005. More than a thousand military students have completed our Level 7 qualifications. The programme is primarily aimed at all Armed Forces Officers, Late Entry Officers, Warrant Officers and Reservists with appropriate supervisory/management experience. Contact our office to discuss your individual circumstances.

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

The Level 7 Extended Diploma in Strategic Management and Leadership has a value of 120 Masters level credit points and provides the Post Nominals PgDip.

Level 7 is Postgraduate level study

Level 7	Pearson Level 7 Extended Diploma , Master's Degree – MA, MBA
Level 6	Bachelor Degree BA, BSc
Level 5	HND, Foundation Degree
Level 4	Certificate of Higher Education HNC
Level 3	A Levels BTEC National Diploma
Level 2	GCSE

There is no need for mature students to progress sequentially through the levels; Pearson Level 7 strategic management qualifications are designed for mature, experienced managers. The qualifications at Level 5 and 6 are designed for younger students without management experience.

Accreditation

ICSC(L) Majors can be accredited with the Strategic Leadership & Management unit - this is based on military rank related training (post 2010).

Accreditation cannot be based on experience or number of years' service.

Civilian qualifications at postgraduate Level 7 can be taken into account for accreditation if units have included academic study and are essentially the same in content.

Please contact the SBS office for confirmation of any possible accreditation.

Subjects

The Level 7 Extended Diploma has six Units shown below:

Pearson BTEC Level 7 Extended Diploma in Strategic Management & Leadership

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

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

Strategic Leadership and Management

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. 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

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

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. 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.

Strategic Marketing Management

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. 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.

Financial Principles & Techniques for the Strategic Manager

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. 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

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

Recognition and Further Opportunities

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.

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. See comments from previous Armed Forces students included later.

Stratford Business School staff can provide more details of progression routes. Northampton University, Staffordshire University and Plymouth University automatically accept SBS Extended Diploma holders on to the final stage of their MBA.

Progression

Fast Track MBA - a two stage programme

Stage 1

The Level 7 Extended Diploma in Strategic Management & Leadership (EDSML) is a substantial postgraduate qualification in its own right and entitles holders to use the post nominals PGDip.

Stage 2

The EDSML represents the first two thirds of the most widely recognised qualification for strategic managers –the MBA. For successful students who wish to take this route there is a continuous and guaranteed fast track ladder of progression from the EDSML to the final stage of the MBA at our three partner Universities.

Stage 1 L7 Extended Diploma	Stage 2 MBA top up
Stratford Business School	SBS Partner University
Distance Learning and/or Intensive Seminar	Distance Learning Dissertation
120 Credit Points PgDip	180 Credit Points MBA

The points that are accumulated at each stage can be transferred to other programmes or institutions to enable you to plan your professional development in a way that suits your own career plans. Many Universities will negotiate MBA accreditation for the Level 7 Extended Diploma. However, many do not offer distance learning and may not be registered ELC Learning Providers.

Study Methods

Distance Learning

Stratford Business School has specialised in distance learning provision for over 25 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 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.

Intensive Virtual Seminars

Most of the seminar Units can be achieved by attending a 5 day Virtual Seminar (usually Mon to Fri). These involve Tutor-led development of analytical management techniques and research methods using private sector case studies and exercises. The Tutors are MBA qualified with previous experience teaching at postgraduate level and in management consultancy. Students can choose to work at the Intensive seminar pace and complete one assignment each day – this will involve evening work. Or a less intensive pace can be chosen where assignments can be completed at any point during the following year, whilst maintaining contact with tutors. There is also an element of distance learning which can be completed before or after the Seminar.

How will the Virtual Seminar be organised?

Typically, mornings are allocated time to watch the Tutors' Lectures and Presentations on the subject of the day and the afternoons and evenings of each day are allocated time to work on the Assignments. This replicates our traditional (pre-Covid) residential Seminars which were held on a variety of military bases. Zoom meetings are scheduled to allow Questions/Answers and discussions between students and Tutors throughout the week.

The Monday to Friday delivery of subjects takes place in a series of videos and presentations using the same seminar tutors and the same study packs, exercises and assignments as our traditional face-to-face seminars. The benefit from this delivery is that students will be able to watch parts or all of a subject more than once if they wish.

These subject videos will be used in conjunction with "live" zoom-based group meetings with tutors and students to further replicate the usual SBS "seminar" experience.

Tutor Support

Tutors are available all afternoon to help students, answer questions and check the progress of assignment work by email or Zoom tutorials. Where possible, tutors will still support the idea of "study buddies" during the seminar, where students can "virtually" work together in groups of two.

Choose your Pace of Study

You can choose to work at the "Intensive Seminar" pace and complete an assignment each day - emailing the draft in by the next morning - this is likely to involve evening work. Or you could opt to work at a less intensive pace and submit your assignment drafts anytime over the next few weeks.

Student Requirement

The five day seminar is intensive and requires uninterrupted concentration. You will obviously benefit from having a quiet room either at work or at home as your Seminar study area, to use each day and also for evening work.

Completion of the pre-seminar assignments - this has always been a requirement outside of seminar time. Two units will still need to be completed by most students - but can be finished before or after the seminar week.

Our Armed Forces Students' Recent Experience in their Own Words

"An excellent package. Professionally delivered by exceptionally capable individuals."

"The tutors have been fantastic. The course has inspired me to continue on to an MBA. Genuinely one of the best courses I have done. Thank you."

"I thoroughly enjoyed this course. I found the study materials both informative and easy to follow. The assignments clearly detailed what I had to do. My tutors were extremely helpful and always prompt with responses – that was the most powerful dynamic about this (distance learning) part of my studying. It was a reassuring feeling to know that the tutors were invested in me."

"My tutor was very supportive and there for me when I had a query and provided the guidance I needed to set me back on the right path."

"Very Good Course. Really appealing instruction! Faultless!"

"The wealth of knowledge and content was brilliant. Before the course I wasn't sure about I would cope, but with great instruction and really good case studies, I am happy with my ability to apply the lessons learnt. I would highly recommend this course to anyone."

"Enjoyable seminar week working at great pace. Return of feedbacks was quick and really useful. Preparation for the MBA top up has also been really well communicated. Many thanks for all your help."

"Great course, very well delivered. I will be continuing on to my MBA. Thank you."

"The tutors (Sue and Marc) were excellent. They have a breadth of knowledge second to none. Extremely helpful and professional. The course has been a real pleasure to be part of. Very many thanks."

"Great package and instructors. Very knowledgeable and gave excellent insights through professional experience. Many thanks."

“Excellent seminar and although the schedule was intensive it flowed effectively and enabled a great understanding of the subjects. It was a most efficient use of my time.”

“Fantastic course, delivered brilliantly”

“Really inspirational course - will recommend to peers! Thank you.”

“The standard of the entire package has been excellent. The tone, pace and standard of instruction has been first class. All teaching was pitched at the right level with additional levels of support provided when required and requested. A novel and mature method of learning.”

“Great course with excellent instruction. Great support with detailed feedback. Very enjoyable and educational.”

“Outstanding instructional techniques.”

“Good quality course, thoroughly enjoyed and now have the confidence to push on for my MBA.”

“An enjoyable week (seminar). Learnt so much which will help me with both the internal and external side of my current working career.”

“The (seminar) was without doubt the best week of training I have ever received. I am keen to continue through to the MBA top up.

“The tools to achieve the objectives are delivered in a simplified and no nonsense manner. This reinforced my existing knowledge and has given me the confidence to take my studies further.”

“An excellent course, really well run. Thoroughly enjoyable and really useful.”

Level 7 Extended Diploma in Strategic Management and Leadership

Course Fees

Study Mode	Course Fee
Distance Learning only	£2600.00
Intensive Virtual Seminar with Distance Learning element	£2600.00

Stratford Business School is registered as an Enhanced Learning Credits provider.

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

ELCAS Funding

If you are claiming ELC funding you will need to email your ELC Claim Authorisation Note (CAN) form to the Business School and pay your 20% personal contribution (deposit) before you can start the course. When you complete your ELC application form choose a **“Course Start Date”** to suit when you wish to begin your studies – we enrol students all year round. *Please note you will not be able to start your course until your chosen ELC “Course Start Date”.*

How to Apply

Contact David Dayitch at the Stratford Business School office by emailing Study@stratbiz.co.uk. David will email you an Application Form and answer any queries.

MBA Top Up Options

Stratford Business School has had a partnership with three Universities for the last 20 years. These universities offer our students discounted Course Fees and will automatically accept our extended Diploma holders on to the final stage of their MBA's.

These Universities are Northampton, Staffordshire and Plymouth – their MBA final stage information follows, including points of contact for further questions or enrolment.

All three Universities are registered as Enhanced Learning Credit providers.



Master of Business Administration (top-up from EDSML)

by distance learning **Course content**

The MBA is the leading internationally recognised qualification for practising managers. This is a distance learning programme designed as a top-up to the MBA for holders of the Pearson Level 7 Extended Diploma in Strategic Management and Leadership (EDSML).

The focus of the programme is in developing holistic strategic thinking within an organisation. The ability to recognise and exploit opportunities and the development of strategies and plans to cope with managing change are addressed. Course members will complete a Project Initiation Statement in a module that is designed to assist students in Project Management, followed by a module based on researching an issue in your own organisation or one with which you are familiar. The final stage is to satisfactorily complete a Research Project or Dissertation (6000 words or a 45 minute presentation).

Special course features

- Incorporates “Action learning” virtual workshops
- Extends the academic reach of candidates
- Specialised resources support distance learning

Top up Requirements 60 Points

- Project Management - (10 credits)
- Contemporary Issues - (20 credits)
- Negotiated Research Project – (30 credits)

Enrolment months include February, May and September.

For Stratford Business School EDSML holders there is a fast-track application procedure.

Use the link below to apply online:

[Master of Business Administration Executive Top-up MBA \(northampton.ac.uk\)](http://northampton.ac.uk)

Scroll down the page for the Stratford Business School enrolment dates and links.

Contact Information

Admissions Co-ordinator: Gemma Butt **distancelearning@northampton.ac.uk**

Applicants also need to send a copy of their passport or driving license details to:
distancelearning@northampton.ac.uk

Master of Business Administration (MBA)

For personnel who have completed:

Pearson Level 7 Extended Diploma in Strategic Management and Leadership

Why choose Staffordshire University to study for your MBA?

Staffordshire University Business School working in collaboration with Stratford Business School are able to offer military personnel who have successfully completed the Edexcel Level 7 Extended Diploma in Strategic Management and Leadership a place on the dissertation stage of an MBA. This arrangement recognises the depth of learning you have undertaken as part of your military training and development; augmented by your study towards the Pearson qualification.

The dissertation stage of the MBA consists of:

- a taught research methods module
- an independent, but supported, Masters dissertation.

When can I begin my studies?

Entry points are September and January each year. However, should there be sufficient registrations additional research methods modules will be scheduled.

From commencement of the taught research methods module till the submission of a completed dissertation, the usual timescale is 8 months.

How will I study?

You will receive, prior to attending the research methods study period at the University, a study pack which will help you to prepare for your studies and subsequent research.

The research methods module will be delivered at the University's Stafford Campus through a five day intensive programme, which is supported by the University's Virtual Learning Environment. You will have a module tutor who will support your independent study.

Your appointed dissertation supervisor will be a subject matter expert providing support for your dissertation research either face-to-face, by email or by telephone.

I want more information or I want to start the course; who do I contact now?

To discuss your study options please contact;

Lesley Allen

University Armed Forces Partnership Manager
01785 353572 or 07917 270083
HMForces@staffs.ac.uk

ENTERPRISE WITH PLYMOUTH UNIVERSITY

MBA top up for Pearson Level 7 Extended Diploma holders:

Dissertation only by distance learning (15,000 words):

- Flexible delivery
- Study from any location worldwide
- Supported by online learning resources
- Access to Plymouth University e-library
- Choice of 3 start dates: September, January or March with corresponding completion dates in August, December and February

The programme provides on-line support but visits, if possible, to Plymouth during the year would be beneficial. Once you are enrolled you will be asked to produce a dissertation proposal and will be allocated a tutor.

Stratford Business School students have been offered discounted course fees.

Contact details for questions:

Dr Smita Tripathi

Email: smita.tripathi@plymouth.ac.uk

The link for information and application is:

<https://www.plymouth.ac.uk/courses/postgraduate/mba-business-administration>

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Enhanced Learning Credits Provider Number 1235