

Stratford
Business
School

Prospectus 2023-24

Pearson Level 7

Strategic Management & Leadership

Extended Diploma
MBA Progression



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

Level 7	Master's Degree – MA, MBA Level 7 Cert, Dip & Extended Dip
Level 6	Bachelor Degree BA, BSc
Level 5	HND, Foundation Degree Level 5 CMS & DMS
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; 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.

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.

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.

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.

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)

The total cost of the Extended Diploma is £2600. You can either pay in one lump sum or pay on a unit-by-unit basis, splitting the cost of the course over the time it takes to complete. You would pay six instalments of £433.33 each.

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.

Pearson Level 7 Strategic Management & Leadership

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

- 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**