

Stratford
Business
School

Prospectus

**Pearson Level 7
Strategic Management & Leadership**

**Extended Diploma (PGDip)
MBA Progression**



Contents	Page
Pearson Level 7 Strategic Management & Leadership	3
Course Content - Units	4
Recognition and Further Opportunities	6
Study Methods	7
Former Student Feedback	9
Course Fees	11
Why Study by Distance Learning?	11
How do I Apply and Contact Details	12
Application Form	13

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	Batchelor 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

Entry Requirements

Applicants are over 19 years of age with management or supervisory experience in their place of work.

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. Learners whose primary language is not English will be expected to prove competency in English to CEFR level B2.

Accreditation

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

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.

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.

Our 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.”

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.

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.

Alternatively 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.

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