



SEVERN
BUSINESS
COLLEGE

**CPD Level 6 Graduate Diploma in Business
Management**

Course Handbook

Qualification

CPD Level 6 Graduate Diploma in Business Management

Level

6

Guided Learning Hours

520

Total Qualification Time Hours

1200

Credit Value

120

Qualification Objective

The Level 6 Graduate Diploma in Business Management qualification aims to develop a critical strategic understanding of contemporary management issues and the skill set required of a senior business management professional. The learner will develop the strategic and managerial know-how to excel in a leadership role and be able to offer strong expertise in the field of business management.

The Level 6 Graduate Diploma in Business Management is at the same level as the final year of a Bachelors degree. In addition to providing a comprehensive knowledge of business management functions, the structure of the course ensures that students have the widest possible range of career, employment and higher education opportunities available to them on completion of the course.

Assessment

Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

Unit Structure of the Qualification

Units	Unit level	Unit credit
International Business Environment	6	24
Strategic Change Management	6	24
Corporate Strategy Planning	6	24
Project Management	6	24
Research Methods	6	24

Assessment Grades

Marks Ranges	Marking Criteria
Pass	All learning outcomes are achieved. All assessment criteria are met.
Fail	All learning outcomes are not achieved. All assessment criteria are not met.
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title

International Business Environment

Level

6

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
¹ Critically analyse the key characteristics of the international globalised business environment.	1.1 Assess the international business environment and how the nature of trading has changed in recent years. 1.2 Critically discuss, using relevant theories and frameworks, the reasons why countries trade. Discuss the alternative views of globalisation and evaluate 1.3 approaches taken in respect of the nature and drivers behind globalisation. 1.4 Critically evaluate the international competitive landscape.
² Critically evaluate strategic international marketing opportunities.	2.1 Explain the nature of international development. 2.2 Critically evaluate different strategic responses and approaches to global strategy development. 2.3 Analyse the main approaches to international marketing research and opportunity development.
³ Appraise the suitability of alternative market entry methods as part of the formulation of an international strategy	3.1 Critically discuss the main characteristics of international marketing strategy. 3.2 Critically evaluate various market entry methods. Evaluate potential barriers to entry, limitations on 3.3 organisational capability, and the advantages or disadvantages of different market entry methods. 3.4 Discuss the management of risk and control in respect of market entry into new international markets
Examine and justify relevant marketing strategies within 4 different cross-cultural settings, applying them to real life case studies	4.1 Appraise the role of culture in conducting international business and its impact on transnational transactions. 4.2 Evaluate social and cultural considerations in developing international business strategy. 4.3 Justify the differing product and service strategies employed in an international context. 4.4 Discuss the need for different marketing methods when operating in an international context.

UNIT SPECIFICATIONS

Unit Title

Strategic Change Management

Level

6

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 Critically analyse leadership principles that support an organisation's vision, values and strategic direction.	1.1 Analyse the role of the strategic leader in the creation of the organisation's vision, mission and values. 1.2 Analyse the leader's role in communicating the organisation's vision, mission and values to others. Critically discuss leadership principles that help in the 1.3 creation, communication and embedding of the organisation's vision, mission and values.
2 Critically assess the drivers for, and assess the impact of change in an organisation.	2.1 Discuss the organisation's position in the sector and the market in which it operates. 2.2 Evaluate opportunities for change that supports the organisation's objectives. 2.3 Analyse the expected impact of the change on organisational objectives. 2.4 Critically review models in the leadership of change.
3 Critically analyse how to plan and lead the change process for an organisation.	3.1 Develop a plan to implement and monitor the change process. 3.2 Critically analyse how individuals within the organisation will be supported throughout the change process. 3.3 Evaluate organisational stakeholders and their expectations of an organisation's change process. 3.4 Evaluate methods of meeting stakeholder expectations or requirements.
4 Evaluate the skills required to lead strategic change.	4.1 Critically discuss the skills required to lead strategic change within an organisation. 4.2 Justify a personal development plan to support the development of leadership skills to lead strategic change.

UNIT SPECIFICATIONS

Unit Title

Corporate Strategy Planning

Level

6

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to</i>
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	<i>demonstrate that they can:</i>
1 Know how to critically assess the nature, scope and need for corporate strategic planning.	<p>Assess the nature of strategy and the reasons for the</p> <p>1.1 growth of corporate planning in the contemporary organisation.</p> <p>1.2 Critically assess the different models, levels and approaches to strategic planning.</p> <p>1.3 Discriminate between alternative corporate strategies adopted in various organisational contexts.</p>
2 Be able to critically evaluate the tools and techniques of analysis for corporate strategic planning decisions.	<p>2.1 Assess the scope, importance and uses of analysis in the corporate planning process.</p> <p>Critically evaluate the uses and limitations of internal and</p> <p>2.2 external analysis techniques in the corporate planning process.</p>
3 Be able to identify and critically assess strategic options and decisions and decide between them.	<p>3.1 Assess the nature, scope and importance of objectives in corporate strategy.</p> <p>3.2 Critically evaluate the range of strategic options and the considerations in choosing between them.</p> <p>3.3 Critically evaluate ideas and concepts related to the decision-making process.</p> <p>3.4 Assess the key evaluative criteria in strategy selection.</p> <p>3.5 Critically appraise techniques of evaluation and decision making.</p>
4 Be able to critically assess the issues in and approaches to implementing strategies and measuring and controlling corporate strategic performance.	<p>4.1 Critically assess the organisational and resource elements in the implementation of strategies.</p> <p>4.2 Critically assess the importance of issues in and approaches to managing change.</p> <p>4.3 Critically evaluate the techniques of strategy evaluation and control.</p>

UNIT SPECIFICATIONS

Unit Title

Project Management

Level

6

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 Be able to initiate the preliminary stages of a project.	<p>1.1 Identify an appropriate project from an appraisal of business objectives.</p>

	<p>1.2 Assess the feasibility of a proposed project, taking risks and uncertainty into account.</p> <p>1.3 Devise an outline life cycle plan suitable for the project's environment.</p> <p>1.4 Define the responsibilities and activities of the project manager.</p>
2 Be able to analyse the project work content and associated risks in order to obtain estimates and tenders.	<p>2.1 Explain how a project can be sub-divided into work packages and cost estimates.</p> <p>2.2 Identify, analyse and manage the risks in a project.</p> <p>2.3 Appraise relevant data in order to calculate overall estimates for the project.</p> <p>2.4 Evaluate tenders in order to reach a formal contract.</p> <p>2.5 Explain the effect of globalisation, including cultural issues, to project management.</p>
3 Be able to create a detailed project plan.	<p>3.1 Devise a structure for the management and administration of the project.</p> <p>3.2 Identify and schedule the activities in a project by employing appropriate techniques.</p> <p>3.3 Adjust schedules as necessary in order to optimise the use of resources.</p> <p>3.4 Construct and justify a detailed project plan.</p>
4 Understand how the progress of a project can be monitored and controlled.	<p>4.1 Identify factors which frequently disturb the progress of a project.</p> <p>4.2 Suggest techniques by which the project manager can appraise the status of a project.</p> <p>4.3 Explain methods by which the project manager could resolve the problems detected, using examples where appropriate.</p>

UNIT SPECIFICATIONS

Unit Title

Research Methods

Level

6

Guided Learning Hours

80

Learning Time Hours

240

Credit Value

24

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 A critical understanding of the different assumptions underlying research into the social sciences and the nature	<p>1.1 Identify a research question.</p> <p>1.2 Describe the process of social research.</p>

<p>and status of research methodology.</p>	<p>1.3 Explain the criteria and limitation of research design. 1.4 Assess the criteria for reliability and validity for the measurement of research data. 1.5 Explain the features of good research design.</p>
<p>An overview of the different debates and issues underlying 2 the research process and how this relates to the specific methods they may select to conduct a study.</p>	<p>2.1 Identify the relationship between philosophy and methodology within research texts. 2.2 Explicate the qualitative-quantitative debate of social science research. 2.3 Explore the nature of pluralism in research methodology. 2.4 Describe the qualitative approach to research design. 2.5 Describe the quantitative approach to research design. 2.6 Apply a suitable approach to design research proposal.</p>
<p>3 Critically review the collection, presentation and analysis of data to complete research project.</p>	<p>3.1 Perform literature review. 3.2 Create a sample of data from the findings. 3.3 Apply the suitable methods and statistical techniques to analyse data. 3.4 Present data and information from findings in a suitable format to produce results. 3.5 Draw conclusions and recommendations from research findings.</p>
<p>4 Appreciate the quality issues associated with data handling.</p>	<p>4.1 Explain the ethical issues of data handling. 4.2 Present guidelines for handling missing data while conducting research. 4.3 Critically review the importance of referencing system while recording data. 4.4 Investigate challenges and responses of handling social science data.</p>