



SEVERN
BUSINESS
COLLEGE

CPD Mini-MBA

Course Handbook

Qualification

CPD Mini-MBA

Level

7

Guided Learning Hours

100

Total Qualification Time Hours

300

Credit Value

30

Qualification Objective

Many successful managers look back on their careers with pride, yet regret not having pursued an MBA degree. MBA is a logical next step for those with available time and budgets. But what about the rest of us? Mini-MBA programs are designed to equip you with many of the key insights, comprehensive management practices, benchmarks and business strategy tools taught in leading MBA programs. Although “mini” learning experiences do not replace the depth of MBA degree courses, but can offer a concise and dynamic approach which rapidly prepares you to handle new scenarios as a manager while strengthening professional performance, confidence and decision-making abilities. Please note the Mini-MBA is not an MBA degree.

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
Strategic Management	7	6
Marketing	7	6
Accounting & Finance	7	6
Human Resource Management	7	6
Leadership	7	6

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**

Strategic Management

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

Unit Aim

Be able to introduce the core concepts of strategic management and explore the practical application to businesses evaluating performance in a global environment

Learning Outcome 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>
Be able to introduce the core concepts of strategic management and explore the practical application to businesses evaluating performance in a global environment	<ol style="list-style-type: none">1. Explain the strategy formulation and practical implementation2. Explain the setting missions, aims and objectives relevant to strategic management3. Examine the strategic planning process of global businesses4. Analyse the variety of strategic techniques and methodologies for commercial success5. Analyse the competitive environment for businesses and organisations6. Explain the strategic tools to enhance organisational performance

UNIT SPECIFICATIONS

Unit Title

Marketing

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

Unit Aim

Be able to understanding of successful marketing strategies and provide an overview for fundamental market analysis

Learning Outcome 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>
Be able to understanding of successful marketing strategies and provide an overview for fundamental market analysis	<ol style="list-style-type: none">1. Explain the marketing strategy planning and competitive analysis relevant to marketing campaigns2. Explain the dynamics of international marketing3. Analyse the marketing information systems and their effective applications4. Assess the international competitive arena in terms of strategic marketing planning5. Analyse the strategic tools to enhance global organisational visibility6. Explain the role of innovation and research in achieving successful marketing campaigns

UNIT SPECIFICATIONS

Unit Title

Accounting & Finance

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

Unit Aim

Be able to provide an overview of financial accounting processes, including management information systems, processing accounting data, analysing financial reports and effective decision making

Learning Outcome 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>
Be able to provide an overview of financial accounting processes, including management information systems, processing accounting data, analysing financial reports and effective decision making	<ol style="list-style-type: none">1. Explain how to interpret accounting data and do financial analysis2. Analyse the balance sheet information, revenue & profit calculations and cash flow statements3. Explain the main characteristics of financial and accounting reports4. Explain the strategic tools to enhance global financial status5. Explain how to interpret and process data to develop financial reports

UNIT SPECIFICATIONS

Unit Title

Human Resource Management

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

Unit Aim

Be able to introduce HR strategies for performance evaluation and maximising organisational development, coaching and motivating employees, and the relevance of teams in organisations

Learning Outcome 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>
Be able to introduce HR strategies for performance evaluation and maximising organisational development, coaching and motivating employees, and the relevance of teams in organisations	<ol style="list-style-type: none"> 1. Explain the maximising people's performance, coaching and personal development plans 2. Explain how to prepare and utilise personal development plans 3. Analyse the effective teamwork, benefits and limitations of teams and high performing groups 4. Explain the high-performance coaching techniques 5. Explain the strategic tools to enhance personal and organisational behaviour 6. Explain how to develop cohesive and effective teams by responding to people management strategies

UNIT SPECIFICATIONS

Unit Title

Leadership

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

Unit Aim

Be able to provide an overview of corporate leadership practices and facilitate the understanding of core leadership competencies through targeted workshops and activities.

Learning Outcome 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>
Be able to provide an overview of corporate leadership practices and facilitate the understanding of core leadership competencies through targeted workshops and activities	<ol style="list-style-type: none"> 1. Analyse the corporate leadership practices 2. Analyse the core leadership competencies 3. Analyse the balance personal leadership styles with global organisational prerogatives 4. Explain the peer leadership groups that offer an opportunity to reflect on individual leadership development 5. Explain how to develop collaborative relationships with peers

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