



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

480

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
Strategic Business Management	6	20
Financial Management	6	20
Marketing Management	6	20
Operations Management	6	20
Human Resource Management	6	20
Business Ethics and Corporate Governance	6	20

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 Business Management

Level

6

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

Learning Outcomes and Assessment Criteria

This unit covers the development and implementation of strategic business plans, including analyzing internal and external factors, and making strategic decisions.

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. Develop a Strategic Business Plan	1.1 Define the key components of a strategic business plan. 1.2 Analyze internal and external factors affecting the business. 1.3 Formulate strategic objectives that align with organizational goals. 1.4 Create a comprehensive strategic business plan for a case study organization.
2. Evaluate Strategic Decision-Making Processes	2.1 Assess different decision-making models used in strategic planning. 2.2 Analyze case studies to evaluate decision-making outcomes. 2.3 Discuss the impact of strategic decisions on organizational performance. 2.4 Propose improvements to strategic decision-making processes.
3. Analyze Competitive and Market Dynamics	3.1 Evaluate the role of competitive analysis in strategic planning. 3.2 Discuss market dynamics that affect business strategies. 3.3 Analyze competitor activities and market positioning. 3.4 Propose strategic responses to competitive and market challenges.
4. Design a Strategy Implementation and Control Plan	4.1 Develop an implementation plan for the proposed strategy, including timelines and resources. 4.2 Create a control mechanism to monitor strategy execution. 4.3 Identify potential risks and propose mitigation strategies. 4.4 Design a process for adjusting strategies based on performance feedback.

UNIT SPECIFICATIONS

Unit Title

Financial Management

Level

6

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

Learning Outcomes and Assessment Criteria

This unit focuses on financial planning, analysis, and control within a business context, covering budgeting, financial reporting, and investment decisions.

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. Understand Financial Statements and Reporting	1.1 Define key financial statements and their purposes (income statement, balance sheet, cash flow statement). 1.2 Analyze financial statements to assess business performance. 1.3 Discuss the importance of financial reporting for stakeholders. 1.4 Evaluate case studies of financial reporting practices.
2. Develop Financial Budgets and Forecasts	2.1 Create detailed budgets and financial forecasts for a business. 2.2 Discuss methods for forecasting revenue, expenses, and capital requirements. 2.3 Analyze the impact of budgeting and forecasting on business operations. 2.4 Propose strategies for managing budget variances.
3. Evaluate Financial Performance and Investment Opportunities	3.1 Assess financial performance using ratios and metrics (ROI, ROE, profitability ratios). 3.2 Analyze investment opportunities and financial risks. 3.3 Discuss methods for evaluating investment decisions (NPV, IRR). 3.4 Propose recommendations for investment based on financial analysis.

4. Design a Financial Management Plan	<p>4.1 Develop a comprehensive financial management plan, including capital budgeting and cash flow management.</p> <p>4.2 Create strategies for managing financial risks and optimizing financial performance.</p> <p>4.3 Design a framework for financial performance monitoring and control.</p> <p>4.4 Propose methods for improving financial management practices based on analysis.</p>
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UNIT SPECIFICATIONS

Unit Title

Marketing Management

Level

6

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

Learning Outcomes and Assessment Criteria

This unit covers advanced marketing strategies, including market research, consumer behavior, and marketing mix development.

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. Develop a Marketing Strategy	<p>1.1 Define the key components of a marketing strategy.</p> <p>1.2 Analyze market research data to inform marketing decisions.</p> <p>1.3 Create a marketing mix tailored to target markets.</p> <p>1.4 Develop a comprehensive marketing strategy for a case study product or service.</p>
2. Analyze Consumer Behavior and Market Segmentation	<p>2.1 Discuss theories and models of consumer behavior.</p> <p>2.2 Analyze market segmentation techniques and their effectiveness.</p> <p>2.3 Evaluate consumer insights and their impact on marketing strategies.</p> <p>2.4 Propose segmentation and targeting strategies based on consumer behavior analysis.</p>
3. Evaluate Marketing Campaigns and Metrics	<p>3.1 Assess the effectiveness of various marketing campaigns.</p> <p>3.2 Analyze marketing metrics and performance indicators (ROI, conversion rates).</p> <p>3.3 Discuss methods for measuring and optimizing campaign performance.</p> <p>3.4 Propose improvements to marketing campaigns based on evaluation.</p>
4. Design a Marketing Plan	<p>4.1 Develop a detailed marketing plan, including objectives, strategies, and tactics.</p> <p>4.2 Create a plan for marketing communications and promotions.</p> <p>4.3 Design a framework for monitoring and evaluating marketing activities.</p> <p>4.4 Propose recommendations for refining the marketing plan based on performance data.</p>

UNIT SPECIFICATIONS

Unit Title

Operations Management

Level

6

Guided Learning Hours

Learning Time Hours

200

Credit Value

20

Learning Outcomes and Assessment Criteria

This unit explores the principles and practices of managing business operations, including process optimization, quality management, and supply chain management.

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. Understand Operations Management Concepts	1.1 Define key concepts and principles of operations management. 1.2 Discuss the role of operations management in achieving business objectives. 1.3 Analyze case studies to evaluate operations management practices. 1.4 Evaluate the impact of operations management on organizational performance.
2. Develop Process Improvement Strategies	2.1 Create strategies for process optimization and efficiency improvement. 2.2 Analyze process bottlenecks and propose solutions. 2.3 Discuss methods for implementing and managing process changes. 2.4 Propose metrics for measuring process improvement outcomes.
3. Evaluate Quality Management Systems	3.1 Assess different quality management approaches (TQM, Six Sigma, ISO). 3.2 Discuss the role of quality management in customer satisfaction and business performance. 3.3 Analyze case studies of quality management implementation. 3.4 Propose strategies for enhancing quality management practices.
4. Design a Supply Chain Management Plan	4.1 Develop a comprehensive supply chain management plan, including logistics and inventory management. 4.2 Create strategies for optimizing supply chain operations. 4.3 Design a framework for managing supplier relationships and performance. 4.4 Propose methods for improving supply chain efficiency and resilience.

UNIT SPECIFICATIONS**Unit Title**

Human Resource Management

Level

6

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

Learning Outcomes and Assessment Criteria

This unit focuses on advanced human resource management practices, including talent acquisition, performance management, and employee development.

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. Develop Talent Acquisition Strategies	1.1 Define strategies for recruiting and selecting talent. 1.2 Analyze methods for assessing candidate suitability and fit. 1.3 Discuss the role of employer branding in attracting talent. 1.4 Propose recruitment and selection plans for a case study organization.

2. Evaluate Performance Management Systems	2.1 Assess performance management approaches and techniques. 2.2 Discuss methods for setting performance objectives and evaluating employee performance. 2.3 Analyze case studies of performance management implementation. 2.4 Propose improvements to performance management systems based on evaluation.
3. Design Employee Development Programs	3.1 Create strategies for employee training and development. 3.2 Discuss methods for identifying development needs and designing training programs. 3.3 Evaluate the effectiveness of employee development initiatives. 3.4 Propose recommendations for enhancing employee development practices.
4. Analyze HR Policies and Compliance	4.1 Assess the impact of HR policies on organizational performance and employee relations. 4.2 Discuss legal and regulatory requirements affecting HR practices. 4.3 Analyze case studies of HR policy implementation and compliance. 4.4 Propose strategies for ensuring HR policies align with legal and ethical standards.

UNIT SPECIFICATIONS

Unit Title

Business Ethics and Corporate Governance

Level

6

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

Learning Outcomes and Assessment Criteria

This unit explores the principles of business ethics and corporate governance, including ethical decision-making and regulatory compliance.

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. Understand Business Ethics Principles	1.1 Define key concepts and principles of business ethics. 1.2 Discuss ethical dilemmas and decision-making processes in business. 1.3 Analyze case studies of ethical issues and resolutions. 1.4 Evaluate the impact of ethics on business reputation and performance.
2. Evaluate Corporate Governance Frameworks	2.1 Assess different corporate governance structures and practices. 2.2 Discuss the role of boards, committees, and executive leadership in governance. 2.3 Analyze case studies of corporate governance failures and successes. 2.4 Propose recommendations for improving corporate governance practices.
3. Analyze Regulatory Compliance and Risk Management	3.1 Discuss regulatory requirements and compliance issues affecting businesses. 3.2 Analyze risk management strategies and their role in compliance. 3.3 Evaluate case studies of regulatory compliance and risk management. 3.4 Propose strategies for enhancing compliance and managing business risks.
4. Design an Ethical Business Plan	4.1 Develop a business plan incorporating ethical practices and governance principles. 4.2 Create strategies for promoting ethical behavior and transparency. 4.3 Design a framework for monitoring and evaluating ethical practices. 4.4 Propose recommendations for integrating ethics and governance into business operations.

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