



SEVERN
BUSINESS
COLLEGE

**CPD Level 7 Postgraduate Diploma in
Business Management**

Course Handbook

Qualification

CPD Level 7 Postgraduate Diploma in Business Management

Level

7

Guided Learning Hours

300

Total Qualification Time Hours

1200

Credit Value

120

Qualification Objective

The Level 7 Postgraduate Diploma in Business Management provides learners with the skills and understanding of business management, that align with good strategic decision making, to maintain organisations competitive advantage. You will learn about both the theory and practice of business management at a postgraduate level, and cover topics as: leadership and change, marketing, human resource, operations, strategic planning and financial performance. In addition to providing a comprehensive knowledge of business 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
Leadership and Change Management	7	20
International Marketing Management	7	20
Human Resource Management	7	20
Operations Management	7	20
Strategic Business Planning	7	20
Financial Performance Management	7	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**

Leadership and Change Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand how leadership theories explain leadership styles in organisations
- 2 Know how to develop managerial effectiveness within organisational settings
- 3 Understand the organisational change process
- 4 Understand how to integrate the management of change across a range of business activities

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

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 how leadership theories explain leadership styles in organisations	1.1 Compare the different leadership styles used in organisational contexts 1.2 Evaluate the qualities required of individuals in organisational contexts 1.3 Evaluate the impact of leadership theories on leadership styles in organisational contexts
2 Know how to develop managerial effectiveness within organisational settings	2.1 Evaluate own leadership and managerial skills in organisational contexts 2.2 Identify the leadership and managerial skills required to promote change in organisational contexts 2.3 Describe how to develop own leadership and managerial skills required in organisational contexts using a development plan
3 Understand the organisational change process	3.1 Identify the factors that drive organisational change 3.2 Evaluate the reasons for organisational change 3.3 Evaluate the effectiveness of changes made by an organisation
4 Understand how to integrate the management of change across a range of business activities	4.1 Describe the need to integrate change across business functions 4.2 Evaluate how change can be implemented across business functions 4.3 Evaluate how to overcome barriers to change in organisational contexts

UNIT SPECIFICATIONS

Unit Title

International Marketing Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the international marketing environment
- 2 Understand the international marketing planning process
- 3 Understand the international requirements of the marketing mix
- 4 Know how to apply analytical frameworks/models to international marketing opportunities

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

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 the international marketing environment	1.1 Critically compare international and domestic marketing principles 1.2 Examine the nature of the growing global market environment 1.3 Critically evaluate the practical marketing cross cultural implications of

	managing operations abroad 1.4 Systematically analyse current and potential market trends by distinguishing between cultural differences
2 Understand the international marketing planning process	2.1 Illustrate how project management techniques contribute to the development of operations management 2.2 Systematically analyse different stages of international market development, including domestic, ethnocentric, polycentric and egocentric 2.3 Systematically analyse the distinctive nature of the market research process for international marketing 2.4 Investigate country-market choice and market entry strategy options 2.5 Critically evaluate the impact of cost leadership, differentiation, and focus on branding, brand strength and recognition in the country-specific markets
3 Understand the international requirements of the marketing mix	3.1 Examine the differences between international product strategies to include standardisation versus adaptation and extension versus innovation 3.2 Examine pricing strategies for market penetration 3.3 Critically evaluate the objectives of the international communications campaign 3.4 Systematically examine the delivery element of the marketing mix in relation to international markets 3.5 Investigate the importance of the provision of e-services to other countries
4 Know how to apply analytical frameworks/models to international marketing opportunities	4.1 Critically evaluate planning models/tools used in respect to marketing 4.2 Systematically examine competitive strategies in respect to international marketing

UNIT SPECIFICATIONS

Unit Title

Human Resource Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand how human resource management contributes to business objectives
- 2 Understand how strategic human resource management improves business performance
- 3 Know how to plan human resource requirements
- 4 Know how to manage human resources

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

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 how human resource management contributes to business objectives	1.1 Identify the purposes of developing human resource management 1.2 Assess how human resource management strategies can be aligned with organisational strategies 1.3 Evaluate how human resource management strategies contribute to the achievement of business objectives
2 Understand how strategic human resource	2.1 Explain the strategic purposes of human resource management

management improves business performance	2.2 Evaluate the techniques that can be used to measure business performance 2.3 Evaluate how strategic human resource management improves business performance
3 Know how to plan human resource requirements	3.1 Analyse how the business context shapes human resource planning 3.2 Describe how to develop human resource plans 3.3 Produce a human resource plan for a given business
4 Know how to manage human resources	4.1 Identify the different dimensions of human resource management 4.2 A Identify the techniques used to manage human resources 4.3 Evaluate how the management of human resources contributes to the achievement of organisational objectives

UNIT SPECIFICATIONS

Unit Title

Operations Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the impact of globalisation on operations management
- 2 Know how to apply project management techniques to operations management
- 3 Understand the impact of risk management of operations management
- 4 Understand the contribution of information technology to operations management

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

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 the impact of globalisation on operations management	1.1 Identify the global factors that affect operations management in organisations 1.2 Evaluate the impact of global factors on operations management in organisations 1.3 Assess how operations management can contribute to sustainable business activities
2 Know how to apply project management techniques to operations management	2.1 Describe how project management techniques contribute to the development of operations management 2.2 Identify improvements to the management of business operations using project management techniques 2.3 Evaluate the effectiveness of business operations in contributing to organisational goals 2.4 Identify improvements to business operations in a selected organisation
3 Understand the impact of risk management of operations management	3.1 Identify the risk management techniques that can be applied to the management of business operations 3.2 Evaluate the risks to business operations in global markets 3.3 Describe how risks to operations can be reduced for a business functioning in global markets
4 Understand the contribution of information	4.1 Identify the technological infrastructures that support operations

technology to operations management	management 4.2 Analyse the contribution that information technology makes to operations management 4.3 Evaluate the benefits to operational management of implementing technical solutions
-------------------------------------	--

UNIT SPECIFICATIONS

Unit Title

Strategic Business Planning

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the role of strategic business planning in organisations
- 2 Understand the impact of internal and external factors on organisations
- 3 Understand the strategies that organisations use to achieve competitive advantage
- 4 Understand the environmental factors that affect strategic business management and planning

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 Understand the role of strategic business planning in organisations.	1.1 Appraise processes by which organisations identify their goals and values 1.2 Explain the characteristics of strategic business management and planning 1.3 Evaluate the classic and contemporary models used in developing business strategies and plans
2 Understand the impact of internal and external factors on organisations.	2.1 Evaluate the impact and influence of the external environment (PESTLE) on organisational business management and planning strategies 2.2 Evaluate the influence of organisational governance requirements on organisational business management and planning strategies 2.3 Explain how organisations forecast change in order to shape strategic options
3 Understand the strategies that organisations use to achieve competitive advantage.	3.1 Analyse means by which an organisation positions itself to outperform its competitors 3.2 Evaluate appropriate strategies for emerging, maturing and declining competitive positions 3.3 Assess the impact of risk factors on strategic business management activities
4 Understand the environmental factors that affect strategic business management and planning.	4.1 Analyse the potential impact of emerging global issues in strategic business management and planning activities in organisations 4.2 Evaluate the impact of stakeholder interests in shaping strategic business management and planning activities in organisations 4.3 Explain how organisations respond to environmental factors when making strategic plans

UNIT SPECIFICATIONS

Unit Title

Financial Performance Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the impact of financial resourcing on an organisation's performance.
- 2 Understand how to use appraisal methods to manage financial resources.
- 3 Know how to assess the performance of organisations.
- 4 Understand how to use management accounting methodology to manage resources effectively.

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 Understand the impact of financial resourcing on an organisation's performance.	1.1 Identify the need for financial resources within a strategic plan 1.2 Appraise methods by which financial resources are allocated, managed and controlled 1.3 Evaluate the impact of the financial resource decision making on business strategy
2 Understand how to use appraisal methods to manage financial resources.	2.1 Evaluate how alternative strategic investment opportunities are assessed 2.2 Identify the data to be used when making decisions about the use of financial resources 2.3 Analyse alternative investments using appraisal methods 2.4 Justify recommendations about the use of financial resources
3 Know how to assess the performance of organisations.	3.1 Justify the selection of data to use in analysing business performance 3.2 Evaluate performance data to support strategic decision making 3.3 Analyse business information to make substantiated recommendations about improving business performance
4 Understand how to use management accounting methodology to manage resources effectively.	4.1 Analyse costing reports 4.2 Compare organisational performance against costs and budgets 4.3 Analyse budgets and budget out turns 4.4 Identify actions to be taken in response to costing and budgetary information