



SEVERN
BUSINESS
COLLEGE

CPD Mini-MBA

Course Handbook

Qualification

CPD Mini-MBA

Level

7

Guided Learning Hours

60

Total Qualification Time Hours

300

Credit Value

30

Qualification Objective

Many successful leaders look back on their careers with satisfaction, yet they often express regret for not obtaining an MBA. For those who can afford the time and investment, pursuing an MBA is a sensible choice. But what about the rest of us? Mini-MBA programs are specifically designed to provide you with vital insights, effective management techniques, and strategic tools akin to those taught in prestigious MBA programs. Although these “mini” experiences cannot match the depth of a full MBA curriculum, but it present a swift and impactful way to prepare for new managerial challenges while boosting your professional performance, confidence, and decision-making skills. Remember, a 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
Leadership and Organizational Behavior	7	5
Strategic Management	7	5
Financial Management	7	5
Marketing Management	7	5
Operations and Supply Chain Management	7	5
Business Ethics and Corporate Governance	7	5

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 Organizational Behavior

Level

7

Guided Learning Hours

10

Learning Time Hours

50

Credit Value

5

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	Assessment Criteria
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<i>To achieve this unit a learner must:</i>	<i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand various leadership styles and their impact on organizational culture.	1.1 Describe different leadership styles and their characteristics. 1.2 Evaluate the impact of leadership styles on team dynamics and organizational culture.
2. Analyze the dynamics of team behavior and conflict resolution.	2.1 Identify factors that influence team behavior and performance. 2.2 Propose strategies for effective conflict resolution within teams.

UNIT SPECIFICATIONS

Unit Title

Strategic Management

Level

7

Guided Learning Hours

10

Learning Time Hours

50

Credit Value

5

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	Assessment Criteria
<i>To achieve this unit a learner must:</i>	<i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the strategic planning process and its importance in business success.	1.1 Describe the key steps involved in the strategic planning process. 1.2 Evaluate the role of strategic planning in achieving business objectives.
2. Analyze competitive environments using strategic tools.	2.1 Conduct a SWOT analysis for a selected organization. 2.2 Assess the impact of competitive forces on business strategy using Porter's Five Forces model.

UNIT SPECIFICATIONS

Unit Title

Financial Management

Level

7

Guided Learning Hours

10

Learning Time Hours

50

Credit Value

5

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	Assessment Criteria
<i>To achieve this unit a learner must:</i>	<i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand financial statements and their role in business decision-making.	1.1 Describe the components of financial statements (income statement, balance sheet, cash flow statement). 1.2 Analyze how financial statements are used in business decision-making.
2. Develop skills in budgeting and financial	2.1 Create a simple budget for a business scenario.

forecasting.	2.2 Evaluate the effectiveness of different financial forecasting techniques.
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UNIT SPECIFICATIONS

Unit Title

Marketing Management

Level

7

Guided Learning Hours

10

Learning Time Hours

50

Credit Value

5

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>
1. Understand the principles of marketing and the marketing mix..	1.1 Describe the elements of the marketing mix (4Ps: Product, Price, Place, Promotion). 1.2 Analyze how the marketing mix is used to achieve marketing objectives.
2. Analyze consumer behavior and market segmentation strategies.	2.1 Identify factors influencing consumer behavior. 2.2 Evaluate the effectiveness of market segmentation strategies in targeting specific consumer groups.

UNIT SPECIFICATIONS

Unit Title

Operations and Supply Chain Management

Level

7

Guided Learning Hours

10

Learning Time Hours

50

Credit Value

5

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>
1. Understand the fundamentals of operations management and process improvement.	1.1 Describe key concepts in operations management. 1.2 Evaluate techniques for process improvement in operations.
2. Analyze supply chain dynamics and logistics management.	2.1 Identify components of a supply chain and their roles. 2.2 Assess the impact of logistics management on supply chain efficiency.

UNIT SPECIFICATIONS

Unit Title

Business Ethics and Corporate Governance

Level

7

Guided Learning Hours

10

Learning Time Hours

50

Credit Value

5

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>
1. Understand ethical issues in business and their implications.	1.1 Describe common ethical issues faced by businesses. 1.2 Evaluate the impact of ethical decision-making on business reputation.
2. Analyze corporate governance structures and their effectiveness.	2.1 Identify key components of corporate governance structures. 2.2 Assess the role of corporate governance in promoting ethical business practices.