



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

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>
Understand the business strategies and the factors that affect strategic business management and planning.	<ol style="list-style-type: none"> 1. Critically evaluate the classic and contemporary models used in developing business strategies and plans. 2. Critically evaluate the impact and influence of the internal and external environment on organisational business management and planning strategies. 3. Critically evaluate appropriate strategies for emerging, maturing and declining competitive positions. 4. Systematically analyse the potential impact of emerging global issues on strategic business management and planning activities in organisations.

UNIT SPECIFICATIONS

Unit Title

Marketing

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

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>
Understand the principles, marketing mix, planning and competitive strategies in respect to marketing.	<ol style="list-style-type: none"> 1. Critically compare domestic and international marketing principles. 2. Systematically examine the delivery element of the marketing mix in relation to different markets. 3. Critically evaluate planning models/tools used in respect to marketing. 4. Systematically examine competitive strategies in respect to marketing.

UNIT SPECIFICATIONS

Unit Title

Accounting & Finance

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

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>
Understand how to assess the financial performance of an organisation and how to use the management accounting methodology in an organisation.	<ol style="list-style-type: none">1. Identify the selection of data to use in analysing financial performance of an organisation.2. Systematically analyse data and make recommendations about improving financial performance of an organisation.3. Identify management accounting tools and techniques used in an organisation.4. Identify the actions to be taken in response to management accounting information of an organisation.

UNIT SPECIFICATIONS

Unit Title

Human Resource Management

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

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>
Understand the human resource management and how to develop plans and manage human resource.	<ol style="list-style-type: none">1. Identify the purposes of human resource management.2. Explain the functions of human resource management.3. Describe how to develop human resource plans.4. Evaluate how the management of human resources contributes to the achievement of organisational objectives.

UNIT SPECIFICATIONS

Unit Title

Leadership

Level

7

Guided Learning Hours

20

Learning Time Hours

60

Credit Value

6

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>
Understand the leadership theories and how to develop managerial effectiveness within an organisation.	<ol style="list-style-type: none"> 1. Compare the different leadership styles used in organisational contexts. 2. Evaluate the impact of leadership theories on leadership styles in organisational contexts. 3. Evaluate own leadership and managerial skills in organisational contexts. 4. Describe how to develop own leadership and managerial skills required in organisational contexts using a development plan.

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