

Diploma in Strategic Management & Leadership Level 7



**A nationally-recognised management development programme
accredited by the Chartered Management Institute (CMI)**

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Diploma in Strategic Management & Leadership Programme

This is one of a series of progressive management qualifications designed by PMSL and accredited by the Chartered Management Institute.

Introduction

This qualification is aimed at senior managers and consists of nine modules:

- Module 1 Personal development as a strategic manager
- Module 2 Strategic information management
- Module 3 Organisational direction
- Module 4 Strategic marketing
- Module 5 Human Resource planning
- Module 6 Strategic performance management
- Module 7 Financial management
- Module 8 Strategic project management
- Module 9 Conducting a strategic management project

Prior Learning

This programme builds on the content and learning contained in the Chartered Management Institute Certificate and Diploma in Management & Leadership. If you already hold this qualification, and your current or anticipated job role will require you to act in a management capacity, then the Diploma in Strategic Management & Leadership is the right qualification for you. Even if you don't hold the Certificate or Diploma in Management & Leadership, the Diploma in Strategic Management & Leadership may still be suitable if you can show that your prior learning and experience and any qualifications you have are at a comparable level, breadth and depth.

Assessment

Chartered Management Institute awards are professional qualifications that demand high standards of knowledge, understanding, reasoning and judgement, coupled with clarity of expression. Our approach to assessment for all our qualifications is built on the following principles:

- a) the assessment will, wherever possible, use work-based evidence drawn from the manager's own organisational experience
- b) the assessment process will be sufficiently flexible to allow for the diversity of managers' organisational experience and will take into account special needs of any manager for whom work-based evidence will be difficult to obtain
- c) the assessment process will not compromise or present any risk to managerial, organisational or commercial confidentiality
- d) the assessment process will recognise equal opportunity issues, will take due account of the values and ethics of management and will focus on the application of the concepts of management in practice
- e) the assessments will be valid, reliable and fair

All the learning outcomes will be assessed by PMSL to a specification agreed with the Institute, and checked by the Institute's External Verifier. The External Verifier will sample delegates' work throughout the programme to ensure that all the requirements are met.

Guided Learning Hours

These are used as a notional measure of the substance of a qualification. They are based on an estimate of the time that might actually be spent by the delegate being taught or instructed, as well as time delegates spend on structured learning such as directed assignments, work-based assessments or supported individual study or practice. So, as a delegate on this programme, you can use these Guided Learning Hours to help you plan effective use of your time to achieve the module outcomes.

The Guided Learning Hours for the modules of the Diploma in Strategic Management & Leadership are:

Modules	Guided Learning Hours
Personal development as a strategic manager	20
Strategic information management	30
Organisational direction	30
Strategic marketing	20
Human Resource planning	30
Strategic performance management	25
Financial management	30
Strategic project management	20
Conducting a strategic management project	35
Qualification total	240

Support and Help

As a student member of the Institute, you can access a wide variety of help, information, reading lists and management texts via the CMI's website at www.managers.org.uk/students

Module 1 – Personal development as a strategic manager

Aim

This module is about the leadership skills required by a manager to operate effectively at a strategic level.

Learning outcomes

Following completion of this module, you will be able to:

1. Identify personal skills to achieve strategic ambitions.
2. Manage personal leadership development to support achievement of strategic ambitions.
3. Evaluate the effectiveness of the leadership plan.
4. Promote a healthy and safe environment that supports a culture of quality.

Module 2 – Strategic information management

Aim

This module is about using management information to inform and support strategic decision making.

Learning outcomes

Following completion of this module, you will be able to:

1. Understand the impact of management information on decision making.
2. Understand the importance of information sharing within the organisation.
3. Use information to inform and support strategic decision making.
4. Monitor and review management information.

Module 3 – Organisational direction

Aim

This module is about reviewing strategic aims and objectives, analysing progress towards achievement and evaluating alternatives.

Learning outcomes

Following completion of this module you will be able to:

1. Review and determine the organisational strategic aims and objectives.
2. Identify and analyse progress towards organisational strategic aims and objectives.
3. Determine and evaluate strategic options to support a revised strategic position.

Module 4 – Strategic marketing

Aim

This module is about identifying, developing, agreeing and monitoring a marketing plan that supports strategic objectives.

Learning outcomes

Following completion of this module, you will be able to:

1. Understand how the marketing plan supports strategic objectives.
2. Understand the construction of a marketing plan.
3. Understand how to promote the marketing plan in support of strategic objectives.

Module 5 – Human resource planning

Aim

This module is about the role of human resource planning and the links with strategic objectives.

Learning outcomes

Following completion of this module, you will be able to:

1. Understand how the HR plan supports the strategic objectives.
2. Understand the legal and organisational frameworks for the employment of staff.
3. Understand the effect of the organisational environment on staff.
4. Understand the grievance, discipline and dismissal process.

Module 6 – Strategic performance management

Aim

This module is about ensuring that the performance of the team contributes to meeting strategic objectives.

Learning outcomes

Following completion of this module, you will be able to:

1. Set performance targets of teams to meet strategic objectives.
2. Agree team performance targets to contribute to meeting strategic objectives.
3. Monitor actions and activities defined to improve team performance.
4. Apply influencing and persuading skills to the dynamics and politics of personal interactions.

Module 7 – Financial management

Aim

This module is about understanding financial data and developing and making judgements on proposals against strategic objectives.

Learning outcomes

Following completion of this module, you will be able to:

1. Analyse financial data.
2. Assess budgets based on financial data to support organisational objectives.
3. Evaluate financial proposals for expenditure submitted by others.

Module 8 – Strategic project management

Aim

This module is about the development of a project plan and its impact on strategic objectives.

Learning outcomes

Following completion of this module you will be able to:

1. Understand the impact of projects and project management on strategic objectives.
2. Understand the elements of a project process and plan.
3. Understand how to implement the project plan and evaluate the outcome(s).

Module 9 – Conducting a strategic management project

Aim

This module is about identifying, researching and producing the results on an investigative project and evaluating its impact.

Learning outcomes

Following completion of this module, you will be able to:

1. Identify and justify a strategic investigative project.
2. Conduct research using sources and synthesis data and options.
3. Draw conclusions and make recommendations that achieve the project aim.
4. Develop and review the results of the investigative project.