

ATHE - Level 7 Diploma in Strategic Management

Why study the L7 Diploma in Strategic Management

The ATHE L7 Diploma in Strategic Management offers students enhanced career prospects as well as the opportunity to progress to Masters Degree programmes at numerous universities worldwide. This Level 7 qualification has been developed by senior university professors, utilizing current academic learning and research, as well as employer knowledge and practice. It is therefore an ideal progression route for those who:

- Are currently studying professional qualifications and wish to proceed to a Masters degree in business/management
- Have a related Honors degree but wish to proceed to a Masters level business/management qualification
- Are in employment at managerial level, and wish to achieve a Masters level qualification

Qualification / Awarding Body

On completion of the 30 aligned Multiple Choice (MC) Test and accompanying 8 assignments, will lead to achievement of the ATHE L7 Diploma in Strategic Management by Distance Learning.

Awarding Body: **ATHE, UK**

Course Information

Overview

Equivalent of the first 120 credits of an MBA. A full MBA is 180 credits so students can then go on to complete the final 60 credits at University partners.

Entry requirements

A student has to be 24 or over and have 5 years managerial experience or hold an Undergraduate degree qualification.

Study Hours

30 modules totalling 120 credits each requiring an average of 40 hours of study per module. Average study time is around 8/10 months. It is flexible study so you study the course at your own pace. On completion of all the modules you write assignment with a word count of around 3000 words per assignment.

Course Module Listing:-

Qualities of Effective Leadership

Learners will explore the making and developing of powerful leaders.

Developing Interpersonal Skills

Connecting and bonding with people within the commercial sectors is extremely important for good business. This module trains learners in skills to improve and enhance communication techniques to create strong bonds.

Motivating and Influencing People

Inspiring people to create a unity of direction within business.

Making Decisions

Doing the right things in the right way at the right time. Learners will look at the process of making a good decision.

Creativity and Problem Solving

Do problems pose a threat or are they an opportunity to improve? Here, learners will figure out how to turn a problem into an advantage.

Studying and Using Management Theories

There are many theories concerned with management and the various models developed from these theories. This module looks over these theories with real life examples.

The External Operating Environment of Business

Planning for influences on the business outside your control.

Culture and Ethics

The Culture and ethics involved in the business world today.

Governance and Directorships

Structuring and controlling a business the professional way.

Analysing the Competition

What are my competitors doing, how are they doing it, why are they doing it? Reviewing and analysing competitor actions to enhance managerial roles.

Marketing Strategy

Creating an effective and successful market presence. Looking at the development of marketing strategies to create successful marketing campaigns.

High Performance Sales

Learners will grasp the key elements of successful selling.

E-Marketing Communication

Understanding and using effective electronic messages to market.

Customers and their Needs

Ensuring that your customers are recognised and valued.

Strategic Human Resource Management

Human Resource Management must play a central role in the strategy of any organization. It is concerned with people as an asset of the business.

Recruiting and CPD

Getting the best people. Developing the best people. Keeping the best people.

Measuring and Rewarding Performance

Knowing and measuring how your people are performing.

Interpreting Business Accounts

Using and understanding the litmus tests of business health.

Tools of Financial Analysis

Resources, tools and techniques to keep a finger on the pulse of the business.

Managing Cash and Working Capital

Cash, cash flow and working capital. The lifeblood of business.

Exercises in Quantitative Techniques

How to use and understand key figures.

Impact of Technology on Business

Analyse and exploit the role of e-business within a business sector.

Innovation and R&D

Creating commercial advantage from innovation and research.

Implementing and Managing Quality Systems

Right first time, right every time. The place of quality in business strategy.

Strategic Planning Tools

Resources, tools and ideas to help create an effective business strategy.

Strategic and Systems Management

Options for strategic direction. Making the right choices for your business.

The Business Plan

Creating a plan that targets the stated aims and objectives of a business.

Developing High Performance Teams

Cohesion and teamwork that enhances business performance.

Managing Projects

Getting things done. Using the right tools to run projects.

Strategies for growth

This module explores the different ideas of growth and the various tools, measures and controls at a manager's disposal in planning for growth

University Top-Up:-

On completion of this course students have the opportunity to complete an MBA programme from a range of UK universities. The Top up programme can be studied online or on campus. The MBA Top up comprises the final 60 credits which consists of either a dissertation or a dissertation and one module.

Students may Top-up **on campus** or by **distance learning**.

Students can apply to any university offering the MBA Top up, the following universities run Top Up programmes by **DISTANCE LEARNING**:

About OBS

- OBS programmes are delivered 100% online.
- Short 30-40 learning hour interactive modules set against QCF learning outcomes.
- Additional resources to aid learning are also available, such as Ebooks, Webinars and one to one dedicated tutor support.
- All modules have an online multiple choice assessment (30 questions with a pass mark of 50%).
- On completion of all the modules students then write assignment set by **ATHE** to complete the course and receive the **ATHE** Diploma which can be used as University credits.
- Completely off campus and agreed top-up routes to a range of UK universities.
- OFQUAL Approved partners

Written Assignments:-

The ATHE Level 7 Diploma in Strategic Management Course has 30 modules and 8 written assignments. On completion of the modules, students will be given access to the assignments. The assignments are approximately 3000-5000 words each. Students are provided support on the modules and assignments via the 'Tutor' section of the learning platform.

The Assignment unit titles for the level 7 course are:

1. Strategic Marketing
2. Personal development for leadership and strategic management
3. Organisational behaviour
4. Strategic planning
5. Research for strategic development
6. Finance for strategic managers
7. Strategic Human resource management.
8. Corporate communication strategies.

More information about the Level 7 units can be found here <https://athe.co.uk/level-7-management-qualifications/>

Enrolment Dates

Four intakes a year – January, April, July & October