

Strategic Management

Unit Reference Number	IDM/G/8025
Unit Title	Strategic Management
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	
Guided Learning Hours (GLH)	
Mandatory/Optional	Mandatory
Unit Grading Structure	Pass/Fail

LO Description	AC	Description
Ability to examine important external factors on the approach of an organization.	1.1	Consider the role of a company in the current market objectively.
	1.2	Analyze the impact on an enterprise of current plans objectively.
Capable of strategic solutions for a company appraise.	2.1	Examine the relationship between corporate, market and organizational strategies objectively.
	2.2	To develop strategic options for an organization, apply strategic models and tools.
	2.3	Consider an organization's strategic choices.
Capable of evaluating different methods and approaches to a policy implementation plan.	3.1	For an organization develop a relevant vision, mission and strategic objectives.
	3.2	Propose an organization with an appropriate framework that suits a strategic strategy.
	3.3	Establish a roadmap for the execution of a resource strategy.

<p>A strategic organizational change can be created and implemented Project of Management Planning.</p>	<p>4.1 4.2 4.3</p>	<p>Apply force field analysis to discern the forces of change effectively.</p> <p>Consider different models of change management objectively.</p> <p>Identify the right agent for leadership and transition</p>
<p>Capable of monitoring and regulating the implementation of strategic plans.</p>	<p>5.1 5.2</p>	<p>Establish a framework of monitoring and control to execute strategic strategies.</p> <p>To design key measures of performance in order to track the execution of the strategic plan</p>

Scenario

There is no specific selected Business scenario for this assignment.

Task 1 of 1 – Essay (AC1.1, 1.2, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3, 4.1, 4.2, 4.3 & 5.1, 5.2)

Instructions:

Select a business scenario or a business issue (success case or failure case) which you should provide the following information regarding the business/ organization you choose:

- Unique values of the business
- Is there a customer centric approach of this selected business
- Good marketing practices of the business
- Vision of the business and its strategic direction
- Passionate leaders or the leadership style that drives the business
- Empowered employees or employee development of the organization
- Adoptability of the organization according to changing external business environment
- Diversity options available and approaches of the organization.

Delivery and submission: Research Proposal 1- report 3,500 – 4,000 words

Assessment

To achieve a pass for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Delivery and submission:

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1 to 5	All ACs under LO 1 to 5	Coursework	4,000 words

Referencing:

- Each section must reflect any supporting Harvard style citations.
- A comprehensive Harvard style reference list must be included at the end of the work.