L7 Strategic Management and Leadership

Transparent price promise
One up-front price. No hidden extras like VAT, books or registration fees. Instalment options as standard.

Unlimited tutor support
Talk to your tutor as often as you need. Phone, email or Skype – we don’t have monthly contact limits.

Learning resources
We provide specialist reading texts and learning resources to support your study. Not everyone does.

24/7 Learning Portal
We have our own online campus packed with learning resources and assignment help, which you can access as soon as you enrol. View online, download to PC or tablet, or even print hard copies.

Assignment Support
We provide full assignment support guides and examples. Tutors can review assignments. Unlike many CMI centres we are approved to mark our assignments.

Membership as standard
Worth over £1000. Study with us and gain free access to more than 2,000 online articles, books journals and videos at your fingertips. Get career support with CV writing, redundancy and more.
**Introduction**

Before starting a course that leads to a management qualification it is important to choose the correct level of study. Your decision will need to take into account a number of different factors:

- current job role
- previous experience
- general standard of education
- time availability

If you are uncertain, please contact us for further guidance on 0845 8620 140 or customerservices@blueprintmanagement.college.

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**The Blueprint Service**

At Blueprint we provide high-quality supported distance learning that meets the needs of busy people. We understand that today’s hectic world needs a good work-life balance.

We know that managers and leaders are always “on the go” and highly mobile so being able to access study resources 24/7 through the i-cademy learning portal is a real bonus. You can even download or print any of the resources.

All this is backed up by our fantastic tutors; you’ll be allocated a personal tutor who will be with you all the way.

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**About us**

As a top-quality training provider we are accredited by the Chartered Management Institute and the Institute of Consulting to offer a full range of nationally and internationally recognised management and consulting qualifications.

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**Our Fees**

We believe in straight talking and transparency when it comes to money.

What you see is what you pay. There are no “hidden” extras like VAT, registration, Certification, or assignment marking.

Everything is included – all learning resources, study texts, tutor support and we even pay for a studying membership of the Institute for you. Most companies charge for these on top. The fee list is at the back of this brochure.

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**About our courses**

Our distance learning courses have been specifically designed and produced to meet the needs of today’s practitioner. It is possible to enrol on these programs at any time – no waiting for the beginning of the academic year. You get instant access to all your study resources through our online learning portal i-cademy.
Management qualification choices

Deciding which qualification is best is a two-step process. Step 1 - match your current experience and levels of study ability to the qualification. Step 2 - decide on the size of qualification you want to study.

Step 1 Decide the Level

Use the Diagram below to help with this. The back of this guide has a self-assessment to help you map your existing management experience to the right management level.
Step 2 Decide the size

At each level there are a number of qualifications available which differ in the number of units you study. This impact of the amount of assignment you will do and the overall length of your course. Each unit covers a different topic and has its own assignment. The diagram below shows the different options available for each level.

At every level there is a set of units specially designed for that specific level of management.

Each unit studied covers a specific management topic and has a credit value. There is a minimum credit value to be achieved for each qualification.

For most qualifications there is a free choice of units from the available list as long as the total credit value meets the minimum requirements. This means you can build your qualification to suit your role.

The only exceptions to this are the Extended Diplomas at level 5 and 7, and the Level 2 and 3 Diplomas where there is a mix of mandatory and optional units.
Level 7 Strategic Management & Leadership

Our CMI level 7 Strategic Management and Leadership programme range is suitable for aspiring, new and experienced senior managers in any type of industry or sector.

The programme aims to provide senior managers with a solid foundation to develop the strategic skills needed to create effective business strategies and develop appropriate structures and organisational policies to implement these, whilst ensuring the organisation manages its human resources and finances in an effective manner.

To join this program you must already have substantial management knowledge gained either through extensive previous middle or operational management experience. A previous management qualification at level 5 is desirable but not essential.

Qualifications available

Level 7 Award
The Award develops your knowledge focusing on a specific area applicable to your development needs or job demands. You will study one unit only. You can choose any unit.

Assessment demands
Each unit of learning has a written assignment of 3,500 words.
Most people take 4-6 weeks to complete a unit.
Study level is at post graduate/masters level

Study method: Distance Learning
Tuition support period: 3 months
Minimum Credits: 6

Level 7 Certificate
The Certificate will provide broader development and can be obtained by completing two units.

You have a free choice of from the list of units but they must total 13 Credits.

Study method: Distance Learning
Tuition support period: 4 months
Minimum Credits: 13

Participants
- Senior Managers
- Business Unit Leaders
- Directors
- Senior Specialists e.g. Finance managers
- New appointees or aspiring senior managers with good operational management knowledge
- Individuals wishing to boost their CV and demonstrate their ability to add real value

Testimonial
Kim Cobb
HR development partner
Global multinational organisation

Completing the qualification gave me a broader and deeper understanding of the strategic drivers for the business as a whole as well as a greater understanding of the different models and techniques and has enhanced my performance. The units studied assisted greatly in being able to act as a strategic partner and consultant to executive Directors when reviewing strategy. It has enabled me to significantly progress in my career achieving considerable promotions to a senior management role.
**Level 7 Diploma**

The Level 7 Diploma can be achieved by studying five or six units and is therefore more comprehensive.

It gives you a wider range of skills and competencies needed to become an effective middle and operational manager.

You have a free choice from all level 7 units but the units selected must total 39 Credits.

Study method: Distance Learning   Tuition support period: 12 months   Minimum Credits: 39

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**Level 7 Extended Diploma**

This sought after management qualification can be achieved in eight or nine units of learning, six of which are mandatory core units.

The remaining two/three units are chosen from the options list to suit your own job role or development needs. These optional units must total a minimum of 18 credits.

The Level 7 Extended Diploma in Management and Leadership is a highly sought after management qualification essential for those seeking to be at the top of their profession or progress to Higher Education programmes such as MSC in Management or MBA’s.

Core units: All 6 units in Group A
Option units: Two or three from Group B to total 18 credits

Study method: Distance Learning
Tuition support period: 15 months
Minimum Overall Credits: 66

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**Testimonial:**

Michael Burrows  
Senior Manager  
Third Sector Charity

I selected this method of study because of the flexibility it afforded me.

Having made a large step up to senior management in my organisation I felt the need to increase my knowledge base in certain areas, refresh some of my skills, and increase my confidence in the area of strategic management.

My organisation is now going through a massive period of change and having completed the assignments on a wide range of subjects I feel better equipped to carry this forward with a greater understanding, awareness and confidence.

I found my tutor most knowledgeable and always willing to offer sound advice when asked for. As a result I will certainly use this method of study again and when I do Blueprint Education and Training Services will be my first port of call.

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**Delivery method**

Distance learning with excellent personal tutor support.

Instant access to the ground-breaking i-cademy management learning portal.

24/7 access to web based learning resources means you can study when it suits you.
## Table of units available

The following table shows the units within the programme range and the rules relating to unit choices for all three qualifications.

- ✓ = Available for Award, Certificate and Diploma
- M = Mandatory units for Extended Diploma
- O = Optional unit choices for Extended Diploma only

<table>
<thead>
<tr>
<th>Group A</th>
<th>Permitted units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Award, Cert, Diploma</td>
</tr>
<tr>
<td><strong>Unit Title</strong></td>
<td><strong>Permitted units</strong></td>
</tr>
<tr>
<td>7001 V1</td>
<td>✕</td>
</tr>
<tr>
<td>Personal leadership development as a strategic manager</td>
<td>Content includes: the impact of strategic demands on the manager, identifying strategic management and leadership skills, the role of personal development in meeting strategic objectives, creating organisational environments support values. Credit: 6</td>
</tr>
<tr>
<td>7002 V1</td>
<td>✕</td>
</tr>
<tr>
<td>Developing performance management strategies</td>
<td>Content includes: setting objectives to meet strategic requirements, managing performance to meet core strategic objectives and organisational directions, navigating organisational politics and influencing skills. Credit: 7</td>
</tr>
<tr>
<td>7003 V1</td>
<td>✕</td>
</tr>
<tr>
<td>Financial management</td>
<td>Content includes: understanding and using financial management information, developing and reviewing budgets and evaluating proposals for financial expenditure on investment. Credit: 7</td>
</tr>
<tr>
<td>7004 V1</td>
<td>✕</td>
</tr>
<tr>
<td>Strategic information management</td>
<td>Content includes: using and managing information for strategic analysis, decision making tools, monitoring and improving management information within the organisation. Credit: 9</td>
</tr>
<tr>
<td>7005 V1</td>
<td>✕</td>
</tr>
<tr>
<td>Conducting a management project</td>
<td>Content includes: identifying, research and undertaking a work-related strategic organisational project, including reviewing the impact of the project and the production of a final management report. Credit: 10</td>
</tr>
<tr>
<td>7006 V1</td>
<td>✕</td>
</tr>
<tr>
<td>Reviewing organisational strategy plans and performance</td>
<td>Content includes: the strategic planning process, conducting situation analysis, developing strategic options. Credit: 9</td>
</tr>
</tbody>
</table>
## Table of units available continued

Group B Extended Diploma MUST Choose two/ three totalling 18 credits minimum

<table>
<thead>
<tr>
<th>Unit Title</th>
<th>Award, Cert, Diploma</th>
<th>Extended Diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7008 V1 Developing a marketing strategy</strong>&lt;br&gt;Content includes: understanding key strategic marketing concepts, developing and implementing a marketing plan, dealing with risks and sensitivities.&lt;br&gt;Credit: 6</td>
<td>✓</td>
<td>O</td>
</tr>
<tr>
<td><strong>7009 V1 Strategic project management</strong>&lt;br&gt;Content includes: understanding the impact of strategic projects, sponsoring strategic projects, developing a monitoring a project plan.&lt;br&gt;Credit: 6</td>
<td>✓</td>
<td>O</td>
</tr>
<tr>
<td><strong>7010 V1 Implementing organisational change strategies</strong>&lt;br&gt;Content includes: understanding change models, tools and techniques, developing strategies the change and evaluating the impact of change strategies.&lt;br&gt;Credit: 7</td>
<td>✓</td>
<td>O</td>
</tr>
<tr>
<td><strong>7011 V1 Strategic planning</strong>&lt;br&gt;Content includes: translating strategic objectives into strategy and action, strategic planning, risk and impact analysis.&lt;br&gt;Credit: 9</td>
<td>✓</td>
<td>O</td>
</tr>
<tr>
<td><strong>7012 V1 Strategic Human Resource Planning</strong>&lt;br&gt;Content includes: how HR planning impacts on the strategic plan, legal frameworks, the effect of organisational Koch, discipline, grievance and the law.&lt;br&gt;Credit: 8</td>
<td>✓</td>
<td>O</td>
</tr>
<tr>
<td><strong>7013 V1 Strategic leadership</strong>&lt;br&gt;Content includes: the role of the senior manager, the impact of leadership styles, contributing to the strategic objectives, empowerment and understanding organisational demands.&lt;br&gt;Credit: 7</td>
<td>✓</td>
<td>O</td>
</tr>
<tr>
<td><strong>7014 V1 Strategic leadership practice</strong>&lt;br&gt;Content includes: balancing strategic management and leadership requirements, strategic leadership strategies, empowerment, the impact of organisational values on individual leadership styles.&lt;br&gt;Credit: 7</td>
<td>✓</td>
<td>O</td>
</tr>
</tbody>
</table>

*Please note we do not offer units 7007, 7021, 7022 or 7023.*

Remember the units you choose must total the correct credit value for the chosen qualification.
Delivery method

Our courses are delivered through highly supportive distance learning using a combination of personal tutor support and access to i-cademy our online learning portal. On enrolment you gain instant access to i-cademy where you will find all your learning materials and other study resources available for viewing and download.

You will be allocated a personal tutor who will guide you through your course, undertake telephone tutorials and assess all of your course assignments.

You will need a PC, Laptop or Notebook with sound, internet access, and meet minimum browser requirements of: Firefox 4+, Internet Explorer 8, Safari 5, Google Chrome 11, or Opera 9. You will need to disable pop-up blockers and enable cookies for the learning portal.

If you would prefer not to use our online portal and use traditional distance learning with physical workbooks and learning materials please let us know as we can provide this.

What the Chartered Management Institute said about us:

“All workbooks contain first-rate knowledge and understanding... It is rare to see candidate support material of such high quality”

Testimonial:

Lynne Skelton
Labour manager

I began this course to improve my job prospects following the takeover of my employer. I had been a manager for 3 years through natural progression, but without any formal training.

Distance Learning offered the flexibility I needed to enable study whilst juggling both a busy work & home life. My tutor was friendly & motivational with a positive attitude, ready to help via phone or email at a moment's notice.

Through this course I have developed a better awareness of the relationship between providing for staff needs & achieving company aims. I am committed to encouraging learning & development, & to help facilitate the realisation of a person’s full potential.

Just prior to the course completion I was promoted to my current position of Labour Manager for the London Business Centre – a job I wouldn’t have applied for a year ago.

How to enrol

You can enrol online, by email, phone or by post. For questions about any of our courses, phone 0845 8620 140 or email: enquiries@blueprintmanagement.college

You just need to enrol online at:

www.blueprintmanagement.college

You will also be asked to complete an enrolment form with your unit choices.

If your employer wishes to sponsor your learning, we are happy to send them the invoice for payment. However, we will need to have an official company purchase order number first, which you can insert into the relevant box on the enrolment form.

Before enrolling please make sure you have read our terms and conditions, these can be found on our website www.blueprintmanagement.college.
## Course Fees

The table below details the fees for each course.

The price shown is fully inclusive of VAT.

There are NO hidden additional fees to pay such as registration or certification.

Our instalment option is for individuals paying their own fees. Companies do not qualify.

<table>
<thead>
<tr>
<th>Course</th>
<th>Pay in Full Fee £</th>
<th>Instalment option</th>
<th>Deposit £</th>
<th>Number of further instalments</th>
<th>Instalment £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 7 Award Management and Leadership</td>
<td>504</td>
<td>Y</td>
<td>240</td>
<td>2</td>
<td>162</td>
</tr>
<tr>
<td>Level 7 Certificate Management and Leadership</td>
<td>840</td>
<td>Y</td>
<td>312</td>
<td>3</td>
<td>196</td>
</tr>
<tr>
<td>Level 7 Diploma Management and Leadership</td>
<td>1680</td>
<td>Y</td>
<td>384</td>
<td>7</td>
<td>193.72</td>
</tr>
<tr>
<td>Level 7 Extended Diploma Management and Leadership</td>
<td>2100</td>
<td>Y</td>
<td>420</td>
<td>7</td>
<td>248.57</td>
</tr>
</tbody>
</table>

There are no interest charges for our instalment plan but a small discount (£60) is automatically given to those who pay in full.

Instalment options are only available when paying by a debit or credit card or by using PayPal.

Instalments are taken on a 30 day cycle – every 30 days from the date of purchase.

The fee table shows the deposit + number of 30 day instalments

For Example: Level 7 Diploma in Strategic Management =

\[1 \times \text{Deposit 384} + 7 \times \text{£248.57}\]

The instalment option is not pay-as-you-go, or linked to your progress on the course. Your course fee is due in full on the day of enrolment, but we are allowing you to spread payment over a longer period of time. In the unlikely event you cancel your course halfway through, you will still owe the full fee. Non-payment will result in the course being cancelled.
Understanding different management levels

**Team Leading Level 2**

Team Leaders are part of the team they lead. They undertake similar tasks to their team and being team leader is an added responsibility. They may be involved in work allocation and developing the team, but decisions in connection with finance, employment or discipline are referred upwards.

**First Line Management Level 3**

First Line Managers may also do the same work as team members but their management role is the most important part of the job. These managers and supervisors are often involved in planning for periods of up to a year, and are involved in the decision making process in respect of recruitment and discipline. They may also have some budgetary responsibility.

**Management and Leadership Level 5**

Being a manager is the primary or most important job of a Middle Manager. Their role clearly distinguishes them from those they manage. Any other work tends to be of a specialist technical, professional or similar nature. With a fair degree of autonomy to make decisions and changes, they have responsibility for ensuring that people, equipment, buildings etc. are used effectively, and for making recommendations for future investment in resources and/or a revised pattern of resource utilisation.

**Strategic Management and Leadership**

**Level 7 (postgraduate)**

Senior Managers report to the CEO, Board of Directors or similar, and are accountable for the long-term performance of those who report to them. They are likely to have middle and operational managers report to them, rarely become involved in operational problems other than the most significant or those involving important customers and suppliers. They play an active part in determining organisational policies and procedures, and for planning activities for several years ahead. They have significant responsibilities in respect of organisational finances and other resources.

If you need further advice please contact us or ask for our detailed self-assessment diagnostic tool.