



Level 6 Certificate in Management 30 Credits

Unit Title	Level	Credit	GLH
Mandatory Units			
Leadership and Management	6	15	60
Optional Units (Learner must choose one from the below units to achieve this qualification)			
Human Resource Management	6	15	60
Strategic Marketing	6	15	60



Level 6 Certificate in Management is designed to provide a higher level approach to study within a business/industry context. The qualification focuses on conceptual and strategic elements of a manager's role. The level 6 Certificate in Management addresses the requirement, irrespective of the industry in question, for effective management and leadership skills. Development of these skills is recognised as crucial in achieving organisational objectives and maintaining a motivated and productive workforce.

This qualification gives an insight into, inter alia, the nature of management and the importance of effective leadership for organisational success. As such, it is particularly suitable for learners who are already employed in first line management roles, those learners who are considering entry into a management role or those with time constraints on more comprehensive study. The course of study places emphasis on the fundamental aspects of leadership, management and practical skills development, including valuable transferable skills.

Qualification Objectives

The completion of this qualification will provide learners to

- get pathways to develop their careers with different sectors
- enable progression for them to further study (full diploma and/or higher level study) or to a graduate or exemptions for professional qualification in a related area
- Enable learners to progress to management level or enter employment at management level in a wide range of industries
- Generate opportunities for learners to acquire higher level management skills in a business context
- Develop one's professional status by upgrading/supplementing knowledge from other management courses
- Get competencies in developing techniques and personal attributes in office managerial skills

Learners who needs top level managerial skills need to acquire this qualification. This is a next level of study for Level 5 certificate ion Management. Learners who wish to progress to full diploma study can use relevant credits achieved in 's certificate level qualifications towards their subsequent studies. Completion of this qualification will lead the learners to get the following job titles.

- Business Manager
- Business Development Manager
- Business Advisor
- Office Manager



Unit Format

Each unit of level 6 courses is presented in a standard format. This format provides guidance on the requirements of the unit for learners, tutors, assessors and external verifiers.

Each unit has the following sections:

Unit Title

The unit title reflects the content of the unit. The title of each unit completed will appear on a learner's statement of results.

Unit Aims

The unit aims section summaries the content of the unit. All units and courses have a level assigned to them which represents the level of achievement. The level of each unit is informed by the level descriptors.

Credit Value

The credit value is the number of credits that may be awarded to a learner for the successful achievement of the learning outcomes of a unit.

Guided Learning Hours (GLH)

Guided learning hours are an indicative guide to the amount of input that a tutor will provide to a learner, to enable them to complete the unit. This includes lectures, tutorials and workshops and time spent by staff assessing learners' achievement when they are present.

Learning Outcomes

The learning outcomes set out what a learner is expected to know, understand or be able to do as the result of the learning process.

Assessment Criteria

The assessment criteria describe the requirements a learner is expected to meet in order to demonstrate that the learning outcome has been achieved. Command verbs reflect the level of the course.



Leadership and Management

Unit Title	Leadership and Management
Guided Learning Hours:	60
Levels:	15
Credits:	60
Unit grading system:	Pass

Unit purpose and aim(s):

The aim of this unit is to enable the learner to understand theories of leadership and management and how to use leadership and management skills to improve motivation and performance.

The learner will also understand the development and effectiveness of teams.

Learning Outcomes The learner will:	Assessment Criteria
1. Understand theories of leadership and management	1.1 Analyse concepts of leadership and management 1.2 Evaluate key management and leadership theories 1.3 Assess the challenges of leadership and management practice
2. Understand how to improve motivation and performance through the application of relevant leadership skills	2.1 Analyse key motivational theories and how they influence organizational success 2.2 Evaluate the role of leadership and management in employee motivation 2.3 Analyse the contribution of performance management techniques as organizational processes
3. Understand the development and effectiveness of teams	3.1 Analyse the development of teams 3.2 Analyse roles and models of team leadership 3.3 Evaluate the role and usefulness of teams within the organisation

Human Resource Management

Unit Title: Human Resource Management
Guided Learning Hours: 60
Levels: 6
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

To develop skills and knowledge in the field of human resource management strategy. To look at contemporary issues which affect human resource strategy within organisations.

Assessment Criteria The learner can:	Learning Outcomes
1. Understand the role and importance of human resource management in achieving organisational effectiveness	1.1 Define strategic human resource management 1.2 Explain the importance of human resource management in organisations 1.3 Analyse the framework of strategic human resource management
2. Understand the formulation and implementation of human	2.1 Analyse the strategic human resource process 2.2 Assess the roles in strategic human resource management 2.3 Analyse the development and implementation of human resource strategies
3. Be able to assess a range of HR strategies that may be implemented within an organisation	3.1 Identify a range of HR strategies for an organization 3.2 Assess HR strategies and their application in an organisation
4. Understand contemporary issues affecting strategic human resource management	4.1 Identify contemporary issues affecting strategic human resource management 4.2 Analyse contemporary issues affecting strategic human resource management

Strategic Marketing

Unit Title: Strategic Marketing
Guided Learning Hours: 60
Levels: 6
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

This unit enables the learner to understand how corporate strategy informs marketing strategy. It also enables the learner to understand how to carry out strategic market analysis and how to implement a marketing strategy.

Assessment Guidance

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit. Additional assessment guidance is provided on the sample assignment brief. In this unit learners will generally use theoretical knowledge and understanding illustrating their work with examples from suitable organisations.

Learning Outcomes The learner can:	Assessment Criteria
1 Understand the principles of strategic marketing	1.1 Assess the role of strategic marketing in an organisation 1.2 Analyse the relationship between corporate strategy and marketing strategy 1.3 Analyse how marketing strategy is developed
2 Understand how to carry out strategic marketing analysis	2.1 Evaluate approaches to internal environmental analysis 2.2 Evaluate approaches to external environmental analysis 2.3 Explain how internal and external analyses are integrated
3 Analyse strategic marketing decisions and choices	3.1 Analyse decisions and choices to be made at a corporate level 3.2 Assess how these decisions influence marketing at business unit and functional level 3.3 Analyse approaches to competitive positioning of organisations
4 Understand how a range of marketing strategies can be implemented to contribute to competitive advantage	4.1 Identify a range of strategies that can contribute to competitive advantage 4.2 Analyse marketing communications strategies 4.3 Analyse marketing strategies, their application and implementation for an organisation

Progression: -

On Successful Completion of Certificate in Management

- It will develop their professional knowledge in Management Roles.
- Progression to Higher Qualifications can be obtain

Our Diploma will allow learner to develop Key Skills, they may need to work in Management. These qualifications can help a learner progress on to degree programme or claim exemptions from some units of the course.