



Level 7 Certificate in Developing Organisational Vision and Strategic Direction

Unit Title	Level	Credit	GLH
Mandatory Units			
Developing Organisational Vision and Strategic Direction	7	15	60



Unit Format

Each unit of level 5 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.

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.



Developing Organisational Vision and Strategic Direction

Unit Title:	Developing Organisational Vision and Strategic Direction
Guided Learning Hours:	60
Levels:	7
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

To provide the skills and techniques to analyse and control developing organisation vision and Strategic Direction

Learning Outcomes	Assessment Criteria
The learner can: 1. Understand how to develop a vision for an organisation	1.1 Assess the role of key stakeholders in relation to the vision 1.2 Analyse factors that will impact on the organisation and its vision 1.3 Create a vision for an organisation 1.4 Determine the strategic direction for the organisation
2. Understand how to communicate the vision to stakeholders	2.1 Analyse methods to communicate the vision to engage and inspire others within the organisation 2.2 Assess how to build support for the vision within the organisation 2.3 Assess ways of communicating the vision to external stakeholders
3. Understand how to implement the vision and strategic direction within the organisation	3.1 Analyse leadership behaviour to promote the vision within the organisation 3.2 Assess how the vision can be embedded within the organisation 3.3 Translate vision into organisational objectives to set strategic direction 3.4 Outline the strategic planning process for an organisation



Organisational Behaviour

Unit Title: Organisational Behavior
Guided Learning Hours: 60
Levels: 7
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

To provide the skills and techniques to analyse and control developing organisation vision and Strategic Direction

Learning Outcomes The learner can:	Assessment Criteria
1. Understand how to develop a vision for an organisation	1.1 Assess the role of key stakeholders in relation to the vision 1.2 Analyse factors that will impact on the organisation and its vision 1.3 Create a vision for an organisation 1.4 Determine the strategic direction for the organisation
2. Understand how to communicate the vision to stakeholders	2.1 Analyse methods to communicate the vision to engage and inspire others within the organisation 2.2 Assess how to build support for the vision within the organisation 2.3 Assess ways of communicating the vision to external stakeholders
3. Understand how to implement the vision and strategic direction within the organisation	3.1 Analyse leadership behaviour to promote the vision within the organisation 3.2 Assess how the vision can be embedded within the organisation 3.3 Translate vision into organisational objectives to set strategic direction 3.4 Outline the strategic planning process for an organisation