Level 7 Project Management :- 60 credits

Strategic Quality and Systems Management

Unit Title: -   Strategic Quality and Systems Management
Unit Level: Level 7
Unit Credit Value: 10

Learning Outcomes The learner will:	Assessment Criteria
1 Understand the role of operations management in an organisation	**1.1** explain the importance of effective operations management in achieving organisational objectives **1.2** evaluate the success of existing operations management processes in meeting an organisation's overall strategic management objectives
2 Understand the importance of managing quality in an organisation	**2.1** explain the importance of effective quality management in achieving organisational objectives **2.2** evaluate the success of existing quality management processes in meeting an organisation's overall strategic management objectives
3 Be able to plan a strategic quality change in an organisation	**3.1** plan a strategic quality change to improve organisational performance **3.2** define resources, tools and systems to support business processes in a strategic quality change **3.3** evaluate the wider implications of planned strategic quality change in an organisation **3.4** design systems to monitor the implementation of a strategic quality change in an organisation
4 Be able to implement a strategic quality change in an organisation	**4.1** implement a strategic quality change in an organisation **4.2** embed a quality culture in an organisation to ensure continuous monitoring and development **4.3** monitor the implementation of a strategic quality change in an organisation
5 Be able to evaluate the outcomes of a strategic quality change in an organisation	**5.1** evaluate the outcomes of a strategic quality change in an organisation **5.2** recommend areas for improvement to a strategic quality change that align with organisational objectives

Project Development and Implementation for Strategic Managers

Unit Title: -   Project Development and Implementation for Strategic Managers
Unit Level: Level 7
Unit Credit Value: 20

Learning Outcome	Assessment Criteria
1 Be able to develop a project specification	**1.1** analyse the factors that contribute to the process of project selection **1.2** develop outline project specifications for the implementation of a new product, service or process **1.3** produce a specification for an agreed project to implement a new product, service or process
2 Be able to plan for the launch of a project to implement a new product, service or process	**2.1** produce a project plan for an agreed project **2.2** match appropriate resources to a project **2.3** cost all resources required for implementing a project **2.4** agree timescales for the management and implementation of a project **2.5** plan an appropriate strategy for the implementation of a project
3 Be able to implement a project	**3.1** implement a project in accordance with an agreed specification **3.2** develop appropriate measures to monitor and evaluate progress and outcomes **3.3** monitor the implementation of a project
4 Be able to evaluate the outcomes of a project	**4.1** analyse the outcomes of a project in terms of the original project specification **4.2** evaluate the outcomes of a project **4.3** make justified recommendations for improvements to the project
5 Be able to present the outcomes of a project	**5.1** produce a report of all project procedures used **5.2** present the outcomes of the project to an audience using an agreed format and appropriate media

Marketing communications

Unit Title: -   Marketing communications
Unit Level: Level 7
Unit Credit Value: 15

Learning Outcomes The learner will:	Assessment Criteria
1 Understand the impact of the elements of the marketing communications process.	**1.1** Critically assess the impact of the main elements of the marketing communications process on market behaviour and dynamics.
	1.2 Explain the marketing communications structure, processes and links between each stage of the process.
	1.3 Explain the role of the marketing communications plan within an organisation's strategy and culture.
	1.4 Critically evaluate how tools of the communications mix can be coordinated effectively.
2 Understand the role of the governing bodies in the marketing communications industry.	**2.1** Critically compare the main governing bodies, authorities and agencies in the marketing communications industry. **2.2** Examine the importance to marketing communications activities of developing long-term relationships with customers, agencies, and stakeholders. **2.3** Systematically analyse methods of contrasting the key relationships using marketing communications techniques.
3 Understand different perspectives on marketing campaigns.	**3.1** Critically evaluate marketing campaigns from legal, moral, ethical and social perspectives. **3.2** Examine the construction of media messages in terms of content, audience, and conduct. **3.3** Critically evaluate how customer/stakeholder rights are affected by marketing communications campaigns. **3.4** Illustrate how moral principles govern marketing ethics in practice.
4 Be able to conduct an integrated marketing communications campaign.	**4.1** Design a marketing communications campaign. **4.2** Develop a communications strategy and plan for evaluating a service or policy to manage an

			organisation's corporate reputation.
		4.3	Systematically analyse a campaign with reference to financial return and customer value proposition.
		4.4	Develop a marketing communications audit, setting communications objectives.
		4.5	Conduct a marketing communications audit.
5	**Understand the role of e-marketing communications tools and techniques.**	**5.1**	Examine the emerging role of e-marketing communications tools and techniques in the creation of value propositions to diverse and new markets.
		5.2	Develop a direct marketing strategy and outline plan.
		5.3	Systematically analyse current literature from different marketing perspectives.
		5.4	Critically evaluate how mobile technology applications encourage innovation.
		5.5	Critically evaluate how e-brand image or value influences buyer loyalty and choice.

Managing change in international organisations

Unit Title: -   Managing change in international organisations
Unit Level: Level 7
Unit Credit Value: 15

Learning Outcomes The learner will:	Assessment Criteria
1 Understand how organisational structures influence performance outcomes in international organisations.	1.1 Critically examine a range of international organisational structural designs. 1.2 Explain a range of common, desirable business performance outcomes. 1.3 Recommend international organisational structural designs to achieve desired performance outcomes.
2 Understand theories of and resistance to organisational change.	2.1 Analyse a range of theories of organisational change. 2.2 Explore the reasons for resistance to change from the workforce. 2.3 Make recommendations as to how resistance to change can be addressed.
3 Understand the impact of organisational culture in relation to change in international organisations.	3.1 Examine the theories of organisational culture. 3.2 Explain the methods of change commonly employed within organisations to adapt to change. 3.3 Evaluate the impact of organisational culture on a international organisation's ability to adapt to change.
4 Understand the impact of individual motivation and work attitudes on employee and organisational performance.	4.1 Critically examine a range of theories of individual motivation and work attitude. 4.2 Explore the conceptual relationship between employee motivation and work attitude and organisational performance. 4.3 Evaluate the impact of employee motivation and work attitude on employee and organisational performance within a given organisation.

Risk Management for Financial Managers

Unit Title: -	Risk Management for Financial Managers
Unit Level:	Level 7
Unit Credit Value:	15

Learning Outcomes The learner will:	Assessment Criteria
1 Understand the financial product and services offering risk matrix	**1.1** Evaluate the role and importance of risk management within operational resource management in finance and banking
	1.2 Evaluate the impact of risk management failure for institutions and their customers
	1.3 Define and apply ERM strategies to different operational scenarios
	1.4 Compare and contrast different risk management frameworks
	1.5 Appraise the role of governance in effective risk management strategies
2 Understand and apply all aspects of financial services risk within an operational decision making structure	**2.1** Evaluate the differences between general risk management and financial services risks
	2.2 Propose a strategy for managing financial risk in changing market conditions
	2.3 Assesses a range of quantitative methods for measuring risk to a complex transaction scenario
	2.4 Critically examine the role of liquidity risk in financial services decision making processes
	2.5 Assess the impact of money laundering to the risk portfolio within financial services management
3 Understand the relationship between financial regulations and risk within finance and banking sector	**3.1** Critically assess the financial regulatory challenges in terms of implications for risk management
	3.2 Examine the various international regulatory structures
	3.3 Evaluate the relative impact and implications of the Sarbanes-Oxley regulation and the BASEL Accords

	3.4	Evaluate the limitations inherent in regulation reform and securitization
	3.5	Appraise the possible future routes of global financial regulatory frameworks
4 Understand and develop abilities in modelling market risk within finance and banking	**4.1**	Critically assess the problems associated with default modelling in financial services management
	4.2	Apply the principles of sound liquidity risk management
	4.3	Evaluate the role of stress testing in credit risk management
	4.4	Compare and contrast various strategies for cost at risk modelling
	4.5	Investigate strategies for portfolio credit pricing and apply to operational decision making
	4.6	Appraise alternative risks models and apply appropriately to different contexts
5 Understand, develop and apply risk management strategies in different financial sector contexts	**5.1**	Critically assess the classic risk response strategies in terms of different contexts
	5.2	Examine the role of value at risk (VaR) in terms of developing financial services offering
	5.3	Evaluate the relationship between risk and the pricing of derivatives
	5.4	Interpret the risks associated with M&A activities and examine strategies for militating against these risks
	5.5	Systematically analyse the impact of the global financial crisis on the risk management structures in financial service sector
	5.6	Critically assess different strategies for managing risk in emerging markets
	5.7	Investigate and apply a structured risk analysis to a specific context