

IT & WEB DEVELOPMENT
OR MBA FROM
UK UNIVERSITIES

AFFORDABLE ONLINE
DISTANCE LEARNING
COURSES

Postgraduate Diploma in Strategic Management

Level 7

Package Includes:

- ✔ Postgraduate MBA (Level 7) Full Course Materials and Exams

Also includes

- ✔ Recognised Ofqual Qualification
- ✔ Unlimited tutor support

Programme Eligibility Criteria:

The eligibility criteria of a Level 7 programme includes,

- ✔ a university graduate who is over 22 years old
- ✔ a non-university graduate over 24 year old, and with at least five years of managerial experience.



About This Course

Diploma in Strategic Management – level 7 is an advanced entry course for MBA degree programme which develops a learner ability, offering 120 credits out of 180 credits of MBA degree requirement. This course is comprised of modules (30) and assignments (8), both are important to complete this diploma. Learner will be able to complete 40 GLH (Guided Learning Hours) in each module. Whereas, additional support resources are also arranged for the learner's guidance of approximately 30-50 hours including, exercises, self-testing material and readings etc. Tutor support will be provided through out the course 24/7 and additional support will also be provided. Other information related to the course can be taken from:

A learner can apply for MBA top up programme in our partnered universities or others that recognize the credit system. The later education can be completed in university or through online programme depending on the chosen university requirement.

What is included in the cost of my course?

- ✔ All course material, including online modules and written assignments
- ✔ Personal tutor support with 1-2-1 Skype sessions
- ✔ Dedicated student support
- ✔ Access to an online social learning forum
- ✔ Assignment marking and feedback
- ✔ Free CV writing help on completion of the course.



Course Module Listing:



Qualities of effective leadership:

In this module, learners will understand how powerful leaders are made.



Developing Interpersonal Skills:

This module will teach about establishing bond with people commercially which is important to run a successful business. In this unit, learners will improve their communication skills and techniques to develop better commercial relations.



Motivating And Influencing People:

This module will inspire people to develop a unified business direction.



Making Decisions:

This module enables learners in making right decisions at a right time. Learners will learn about procedures that are necessary to take a right decision.



Creativity and Problem Solving:

This module will help learners to differentiate in the idea that either problems create risks or an opportunity for the business. Learners will learn to use business threats as an opportunity to create competitive advantage.



Studying And Using Management Theories:

Multiple theories are related to business management which helps to develop models. Learners will explore real time examples to study these theories.



The External Operating Environment of Business:

In this module learners will learn to deal with external business environment.



Culture and Ethics:

This module will develop knowledge in learners about current business ethics and culture.



Governance and Directorships:

Learners will learn to control and structure business professionally.



Analyzing the Competition:

In this module, students will learn to identify competitors' activities and intentions to manage business efficiently.



Marketing Strategy:

This module will teach to establish an organization effectively and efficiently in the market. They will learn to develop marketing effective campaigns and strategies.



High Performance Sales:

This module will teach learners to become successful seller.



E-Marketing Communication:

Learners will learn to understand the effective usage of electronic messages in a market.



Customers and their needs:

Learners will learn to recognize customer needs and value their customers.

-  **Strategic human resource management:**
This module teaches to understand the importance of human resource management in an organization's strategy development.
-  **Recruiting and CPD:**
This module focuses on choosing the best people, developing them and retaining them.
-  **Measuring and rewarding performance:**
This module helps to examine people performance and abilities.
-  **Interpreting business accounts:**
In this module, learners will learn to understand the litmus tests of business health.
-  **Tools of financial analysis:**
Learners will learn to explore business analysis tools, techniques and resources to keep an eye on its financial health.
-  **Managing cash and working capital:**
Learners will develop an understanding of working capital, cash and cash flow.
-  **Exercises in quantitative techniques:** Learners will learn to use and develop an understanding about key figures of quantitative techniques
-  **Impact of technology on business:**
Learners will understand the importance of e business role.
-  **Innovation and R&D:**
This module will teach learners about how a business can develop commercial advantage with the help of research and innovation.
-  **Implementing and managing quality systems:**
This module will help learners to understand the importance and role of quality management and implementation in a business strategy which enables the business to attain the right outcomes.
-  **Strategic planning tools:**
This module will make learners understand the importance of strategic tools in developing an effective strategy.
-  **Strategic and systems management:**
Learners will learn to make right choices for a business.
-  **The business plan:**
Learners will be able to develop a plan to achieve business goals.
-  **Developing high performance teams:**
Learners will learn about the importance of team work in improving business outcomes.
-  **Managing projects:**
This module will make learners to manage projects successfully with the help of right tools.
-  **Strategies for growth:**
Learners will explore various growth ideas, tools, controls and measures.

University Top-up

On completion of this course students have the opportunity to complete an MBA programme from a range of UK universities. The top up programme can be studied online or on campus. The MBA top up comprises the final 60 credits which consists of either a dissertation or a dissertation and one module.

Students may top-up **on campus** or by **distance learning**.

Students can apply to any university offering the MBA top up, the following universities run Top Up programmes by **DISTANCE LEARNING**:

UNIVERSITY NAME	PROGRAMME OFFERED
University of Gloucestershire	Postgraduate Top up to MBA Business Administration
University of Bolton	MBA Top-up Master of Business Administration Top Up
University of Sunderland – On Campus	Postgraduate Top up to MBA
Anglia Ruskin University	MBA (Top-Up)
Buckinghamshire New University	MBA Top-up
Northampton University	Top up to MBA MA in Human Resource Management Top up MSc in Accounting and finance Top up Executive Master of Business Administration Top-Up MBA
University of Chichester	Master of Business Administration (MBA) (top-up) – Validated award
University of Portsmouth	MA Business Management MA Business and Computer Studies MA Professional Studies MSc Professional Studies
University of Derby	Top up to MBA – (partial exemption)

Note: Prices may vary, please check at the time of admission

Completing on Campus in the UK

Most universities in the UK will accept the COTHM Online 120 credit programme for entry onto the MBA top up on campus. ATHE also have direct agreements with several Universities, click here for the ATHE progression routes. Students may also contact the admissions department of their chosen university directly.

University Progression

On completion of this course students will have the opportunity to apply for admission onto a full MBA programme from a range of UK universities. Alternatively students can opt to study our Level 7 Diploma in Strategic Management and then go on to complete a MBA top up at a range of UK universities.

Written Assignments

The ATHE Level 7 Diploma in Strategic Management Course has 30 modules and 8 written assignments. On completion of the modules, students will be given access to the assignments. The assignments are approximately 5,000-8,000 words each. Students are provided support on the modules and assignments via the 'Tutor' section of the learning platform.

The Assignment unit titles for the level 7 course are:

1. Strategic marketing
2. Personal development for leadership and strategic management
3. Organisational behaviour
4. Strategic planning
5. Research for strategic development
6. Finance for strategic managers
7. Strategic human resource management
8. Corporate communication strategies

Career path

Upon successful completion of the Postgraduate Diploma in Strategic Management and final year of an accredited postgraduate degree programme, learners will have the skills to execute a professional managerial role in marketing, accounting, business consultancy, and more.

A business management diploma and MBA develops key cognitive skills such as critical thinking, analysis, evaluation, and writing while also establishing presentation and numeracy skills to enhance knowledge and experience. These skills are critical in helping you advance your career.



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