

Introductory Executive Diploma in Management

AT LEVEL 7

Level 7 Introductory Executive Diploma in Management

Overview

This qualification provides an introduction to the Chartered Management Institute's Level 7 Executive Diploma in Management. It is intended for people who are considering a move into a senior management role or those who are new to such a role.

Aims

To help you learn, as a senior manager or aspiring senior manager, about:

- planning your personal development
- Management Information Systems concepts
- managing business challenges
- marketing management
- managing operations
- managing finances
- managing human resources and performance

Prior learning

There are no specific entry requirements for this qualification. However, candidates should, as far as possible, satisfy the prior learning guidelines for the Institute's Level 7 Executive Diploma in Management; this is to enable progression, should the candidate wish to do so.

Overlap with NVQs/SVQs

This award overlaps with the Level 5 NVQ/SVQ in Operational Management, in as much as it covers some of the knowledge and understanding requirements of the National Occupational Standards for all of the core units of the Level 5 NVQ/SVQ in Operational Management.

Assessment

You will be assessed by means of an assignment set and marked by the Institute. This assignment is designed to test candidates' knowledge and understanding of the whole qualification. The specified learning outcomes are embodied in the questions asked in the assignment. To achieve this Introductory qualification, candidates must meet all of the learning outcomes. If one or more of the learning outcomes are not met, the assignment will be 'referred' and guidance will be given by the external assessor on the additional work required.

Any material you generate as part of this qualification may be counted as evidence towards the Chartered Management Institute Level 7 Executive Diploma in Management or the Level 5 NVQ/SVQ in Operational Management if you wish, subsequently, to progress to either of these qualifications (as long as the evidence is no more than three years old at the point of submitting for assessment).

Guided Learning Hours

These are used as a notional measure of the substance of a qualification, and help Centres determine what teaching and learning resources are going to be needed to support candidates. They are based on an estimate of the time that might actually be spent by the candidate being taught or instructed, as well as time candidates spend on structured learning such as directed assignments, assessments on the job or supported individual study or practice. They do not include learner initiated private study.

There are 45 Guided Learning Hours for the Level 7 Introductory Executive Diploma in Management.

Definition of some of the words and phrases used in this booklet

Overview	-	tells you broadly what the syllabus covers
Aims	-	state what you should learn from the qualification
Syllabus content	-	shows the topics which are covered in this syllabus
Learning outcomes	-	show what you should know and understand after you have completed the qualification

Note that you will be **assessed** on these learning outcomes.

Suggested reading

Due to potential frequency of change, all our suggested reading lists can now be found on our website, www.managers.org.uk, within the qualifications section.

Syllabus content

Personal development planning:

Understanding:

- what 'management' involves at this level and what skills and knowledge are required by an effective manager
- the importance of seeking feedback on your skills and knowledge
- lifelong learning and how to plan your development needs to meet personal and organisational objectives

Management Information Systems concepts:

Understanding:

- the importance and role of Management Information Systems in organisations and the effect of e-technology
- key legislation and the ethics of information handling
- the range and use of information at an operational level and how it can be used to influence management decisions
- how information and recommendations can be presented effectively

Managing business challenges:

Understanding:

- the main concepts of strategy and the link with operational activities
- the need for change/improvement and how to promote it
- the basic principles underpinning the planning and management of change

Marketing:

Understanding:

- what marketing is, its importance and its main applications for the operational manager

Managing operations:

Understanding:

- the types and nature of 'operations,' ie product, service and product-service mix
- the main tools and techniques for managing operations
- how quality and continuous improvement can contribute to the organisation's objectives and the importance of promoting them
- the impact of key legislation relating to managing operations, including that on health & safety

Managing finances:

Understanding:

- the nature and main types of financial data required by different stakeholders
- how core financial data is analysed and evaluated
- the core principles of budgeting and costing
- the key components of financial proposals, including the main legal requirements

Managing human resources and performance:

Understanding:

- how organisational culture impacts on human resource (HR) management
- the recruitment and selection process and how it fits in with the strategic HR plan
- the importance of performance assessment and evaluation
- the main methods for developing the performance of teams and individuals
- key legislation relevant to HR management

Learning outcomes

On completion of this qualification you will know how to:

1. Prepare and carry out a personal development plan, with particular emphasis on integrating development needs with personal and organisational objectives.
2. Make use of core marketing concepts relevant to the role of an operational manager.
3. Obtain and use information to influence management decisions.
4. Promote one of the following - quality, continuous improvement or the need for change - taking account of any relevant major legal requirements.
5. Analyse and evaluate core financial data and draw conclusions.
6. Identify and agree the personnel needed to meet a specified operational objective.
7. Assess, evaluate and develop the performance of others.
8. Make a recommendation for organisational improvement and present it effectively.