



QUALIFI

SUCCESS THROUGH LEARNING
RECOGNISED WORLDWIDE

QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 7 Diploma in Strategic Management & Leadership
Qualification No (RQF)	601/5335/0
Unit Name	Strategic Planning
Unit Reference	711
No of Credits	15 Credits

Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
 - Can be found at <https://qualifi.net/qualifi-level-7-diploma-in-strategic-management-and-leadership/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Submission of Assignments

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

Assignment Question

Scenario

Learners may use their own employment context, or that of another organisation with which they are very familiar, to base their assignment. However, in the case that they are not able to do so, please use the below scenario:

You are a senior manager within a large organisation.

Your role is to provide the organisation with the strategic vision of this business unit that meets organisational objectives.

Task 1 – 400 words

1.1: Critically evaluate the strategic aims and objectives of your organisation. You may wish to consider qualitative and or quantitative testing, or alignment Congruence modelling. Evaluate the theoretical underpinning approaches that have been adopted towards evolving strategic plans and planning activities.

1.2: Determine an option, by an established strategic options model of your choice with due reference. You may wish to assess the value of that model, with its ‘fitness for purpose.’

1.3: Critically evaluate the impact of stakeholders within strategic plan and its planning horizon. The deployment of a suitable stakeholder concept may be considered; also, stakeholder mapping that has a strategic focus embedded in the mapping.

Assessment Criteria

1.1: Critically analyse and identify the organisation’s strategic aims and objectives including the approach adapted to strategic planning.

1.2: Determine alternative strategic options available and the implications for the organisation.

1.3: Critically evaluate the impact of stakeholder expectations on a strategic plan and the planning horizon.

Task 2 – 700 words

2.1: Critically identifies and evaluates possible strategic directions that may be taken to meet strategic aims and merge with the organisations stated missions. The evaluation may take into account macro and micro environmental constraints as appropriate for your purposes, as well as prevailing market conditions and competitor actions and perceived counter actions.

2.2: Determine and assess the feasibility of the options to meet and maximise on efficiency and effectiveness requirements. Keeping the planning horizon in focus, for your inclusions.

2.3: Determine the preferred strategic direction and conduct a risk assessment on the chosen strategies clearly addressing identified problems and constraints.

Assessment Criteria

2.1: Critically evaluate the alternative strategic options available to the organisation over the existing planning horizon and factoring in wider context market and competitor impacts.

2.2: Assess and determine the priorities and feasibilities of alternative options over existing planning horizons.

2.3: Carry out a risk assessment of the preferred strategy and alternative.

2.4: Identify, justify and articulate the selected strategies within the plan and address any potential problems.

2.5: Produce a strategic plan and its components to achieve then selected strategic direction.

Task 3 – 400 words

3.1: Explore the internal organisational factors, risk, culture, change activities, structure, nature of the business, factors of future business intentions as well as external factors as deemed appropriate to meet your needs. Place under critical review these factors; it is advised that you underpin this critical review with authenticated, tools, techniques methodologies and concepts as is appropriate.

3.2: Planning review, control and monitoring is an essential feature of strategic planning activities. For this task you are required to consider the time lines, activities, possible budgetary factors, and key scheduled activities. Determine how these mile stone events will be help under close monitoring, control, justifying the quality and suitability of the review mechanisms to be used throughout the implementation cycle.

3.3: Conduct an impact / risk analysis on the effects of the strategic activity endeavours on the organisations stated strategic objectives. You may if you wish keep in focus the full hierarchy of corporate objectives, where value can be derived for your purposes.

Assessment Criteria

3.1: Critically review the organisational and market factors to be considered in the implementation of the strategic plan.

3.2: Determine and apply a range of tools and concepts to monitor and review the strategic plan.

3.3: Determine the impact of the strategic plan on the organisation's direction and achievement on the organisation's objectives.

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
Content (alignment with assessment criteria)	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
Application of Theory and Literature	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
Knowledge and Understanding	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
Presentation and Writing Skills	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
Referencing	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

Instructor's Comments

Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
Total Score	220/5 = 44, Basic



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