



NZIM Diploma in Management (Advanced) Level 6

Strategic Management

Aim

To provide knowledge and skills to be able to plan and implement effective strategic management.

Learning Outcomes

By the end of this module students should have

- completed a detailed business plan and implementation strategy for a business
- detailed the processes they used to plan, develop and implement the business plan

Assessment criteria

Students will be expected to:

- Demonstrate knowledge of the principles of strategic management and a range of relevant tools that can be employed in the strategic management process.
- Conduct a strategic analysis of a business with reference to the external and internal environments and the mission and goals of the organisation.
- Develop a range of strategic options for the business, evaluate these against standard criteria and choose the best strategy for the business to adopt.
- Develop an implementation plan for the chosen strategy showing how the strategy will be translated into actions or tasks. Include in the implementation plan a strategy for achieving support and buy-in from relevant stakeholders of the organisation.
- Document the processes involved in developing the strategic plan.
- Maintain a reflective journal on their personal learning during the process highlighting any difficulties they might have experienced and how these might be overcome.

- Present an oral and written report to relevant management of the organisation on the strategic plan.