

QUALIFI ASSESSMENT DOCUMENT

Qualifi Level 7 Diploma in Strategic Management and Leadership

Assignment brief – Unit 706 Strategic Direction

Qualification	Strategic Direction
Unit Reference	D/506/9068
Qualification Reference (RQF)	601/5335/0
No of Credits	15 Credits

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INTRODUCTION

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

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

The aim of this unit is to explore the strategic aims and objectives of an organisation and their significance in setting direction, identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction.

ASSIGNMENT GUIDELINES

All work must be submitted in a single electronic document (.doc/.docx file). The assignment must be the Learner's own work and not copies of theories or models. Direct quotes should be kept to a minimum and shown in inverted commas. Models described and other quotes used must be properly attributed and referenced as appropriate. Learners must acknowledge or reference any sources that have been used to complete the assignment, listing reference material and web sites used.

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. 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.

APPENDICES

Separate Appendices should not be used. Any use of tables, graphs, diagrams, Gantt chart and flowcharts etc. 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 but not included.

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 (if used), headings 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.

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.

SUBMISSION OF ASSIGNMENTS

All work must be submitted in a single electronic document (.doc/.docx file) in your Learning Portal or to submit to the Assessor/Centre Administrator.

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.

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LEARNING OUTCOMES AND ASSESSMENT CRITERIA

Learning Outcomes When awarded credit for this unit, a learner will:	Assessment Criteria Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Be able to review and determine the organisation's strategic aims and objectives.	1.1 Critically analyse the existing strategic aims and objectives of the organisation. 1.2 Undertake a critical evaluation of the components of current organisational strategy. 1.3 Critically analyse the factors affecting the strategic aims of organisational strategy over the short and medium term.
2. Be able to evaluate progress towards achieving organisational strategic aims and objectives.	2.1 Apply a range of diagnostic and analytical tools to audit and assess progress towards existing strategic aims and objectives. 2.2 Take responsibility for and critically assess the expectations of all stakeholders and their influence upon future organisational strategy. 2.3 Critically analyse, interpret and produce an evaluation of the existing organisational strategic position and progress towards achieving the existing strategy.
3. Be able to determine and evaluate strategic options to support a new strategic position.	3.1 Critically evaluate and develop a range of alternative strategic options to meet organisational strategic aims, direction and objectives in the short and medium term. 3.2 Determine and justify the existing strategic option that can meet the revised strategic position.

ASSIGNMENT TASKS

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

Scenario

You are a senior manager in a business unit of a medium sized enterprise, with functional management and organisational leadership responsibilities. You are responsible for all aspects of the performance management of your team and its contribution towards the achievement of business goals.

Task 1: FORMATIVE TASK - Strategic Projects

Evaluate a statement of the strategic aims and objectives of your organisation. Your answer must include:

- An outline of its theoretical position, including it's the relationship between the short and medium term factors (LO 1.1, 1.3)
- An explanation of the various components of the organisation's strategy (LO 1.2)
- A judgment as to how effectively these components make for the overall effectiveness of the claims made in the aims and objectives (LO 1.3)

Formatting:

- 450-550 words
- Justified alignment
- Single-spaced
- 12pt Times New Roman font
- Use an appropriate referencing system for footnotes and citations

Task 2: SUMMATIVE - Evaluating a Strategic Investigative Project

Evaluate how effectively your organisation meets the statement of aims and objectives of your organisation. Your answer must include:

- An outline of a how this progress is to be measured, including by reference to various stakeholders (LO 2.1, 2.2)
- Identify and explain how far the organisation meets up to these expectations (LO 2.1, 2.3)
- An evaluation of what needs to be done in order to align the organisation more fully with its stated aims and objectives (LO 3.1, 3.2)

Formatting:

- 950-1100 words
- Justified alignment
- Single-spaced
- 12pt Times New Roman font
- Use an appropriate referencing system for footnotes and citations

Mark Scheme

	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

MARKING 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 a final mark

Example:

Criteria	Score
Content	70
Application of Theory and Literature	70
Knowledge and Understanding	60
Presentation/Writing Skills	80
Referencing	80
Total Score: (360 / 5)	72

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