



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	Leading a Strategic Management Project
Unit Reference	705
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 at a medium sized organisation. You have been asked to conduct a project to investigate the high number of staff absences in your department. In order to understand key issues there are many factors you need to consider. Within the project you need to have clear aims and after your investigation consider options to support the aims and evaluate the impact of the course of action you wish to recommend.

Task 1 – 450 words

Create a project proposal document which aims to contribute to an organisational strategic objective. The proposal should include as a minimum:

1.1: Determination of a topic of investigation with justification for its contribution to strategic objective(s).

1.2: Discussion of the aim, scope and objectives for the project with justification.

1.3: Develop a suitable research methodology, to fully meet project and sponsor needs, research should consider the research bases suitability to provide the rich data needed to inform your proposals, or Project Initiation Document format, should you wish.

The project proposal should clarify why this topic was selected and any strategic implications.

Assessment Criteria

1.1: Determine a topic of investigation that has a strategic implication.

1.2: Discuss the aim, scope and objectives of the project.

1.3: Take responsibility for and justify the topic of investigation and its aims, scope and objectives.

1.4: Formulate the project research methodology, including the project structure and research base.

Task 2 – 350 words

2.1: Assess via qualitative or quantitative means three valid sources which can be used to obtain data and information to support the aim of the project, both internal and external sources should be used. You may present valid criteria for data gathering to support your choice.

2.2: Collate the data and information gathered and synthesise it to analyse relevancy to the project. Where possible use tools and techniques to support the identification of options and choices. Look for any clusters, stepping stones, patterns or trends.

2.3: Determine two options or alternatives which may be selected to support the project aims. Justify why these two options are suitable from synthesising the data and information obtained.

2.4: Analyse the two options and select one which will support the project aims stating why this choice was preferable to the other option. Where possible use a tool or technique to underpin your selection, or valid criteria for selection.

Assessment Criteria

2.1: Assess sources of data and information that will support the aim of the project.

2.2: Synthesise the data and information for options or alternatives that support the project aims.

2.3: Critically evaluate an option or alternative that supports the project aims.

Task 3 – 350 words

3.1: Critically evaluate the research undertaken and evaluate the key features from the evaluation to draw relevant conclusions, to support positive and negative contributions to project direction and meeting project objectives and purpose. Ensure the evaluation processes are linked to the research analysis. State any constraints faced when analysing the information and how this may skew data.

3.2: Create an action plan that will support achieving the project aim stating clear recommendations. Include any resource implication and timescales. Ensure your recommendations are linked to research analysis, evaluation and conclusions.

3.3: Critically evaluate the impact of the project, you may wish to use an impact statement format for the purpose. The analysis should clearly critically judge any risks and the difference these will make to the identified project deliverables, and how these deliverables link to the project aims and objectives.

Assessment Criteria

3.1: Critically evaluate the research analysis to enable conclusions to be made.

3.2: Recommend a course of action that achieves the strategic aims of the project.

3.3: Critically analyse the impact of the recommendations.

Task 4 – 350 words

4.1: Describe two possible mediums which could be used to present the results of the project. Evaluate and justify which of the two mediums should be selected. You may wish to consider the nature, category of project, conduct an audience profile, or a merits and demerits of each medium.

4.2: Produce an action development statement, which includes a project responsibility matrix to present your accountabilities. You may wish to consider how this merges with your Job Description, roles and responsibilities.

4.3: Critically evaluate how the identified deliverables have contributed to the key elements of the project scoping.

Assessment Criteria

4.1: Evaluate the medium to be used to present the result of the project and its contribution to strategic objectives.

4.2: Take responsibility for the results of the investigative project and the substantial changes and developments it brings about.

4.3: Critically evaluate the impact and success of the investigative project.

	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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