



Level 7 Extended Diploma in
Strategic Management & Leadership
BTEC Professional Qualification

▶ READY TO TEACH INFORMATION

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About Pearson BTEC UK

- ▶ BTEC is one of the world's most recognised applied learning brands, engaging learners in practical, interpersonal and thinking skills, for more than thirty years.
- ▶ BTECs are vocational qualifications for learners taking their first steps into employment, or for those already in employment and seeking career development opportunities.
- ▶ BTECs provide progression into the workplace either directly or via study at university and are also designed to meet employers' needs. Therefore, Pearson BTEC Higher Nationals Qualification are widely recognised by industry and higher education as the principal vocational qualification at Levels 4,5,6,7 and 8

BTEC Level 7 Extended Diploma in Strategic Management & Leadership Programme

- ▶ The Pre-MBA qualification introduces the skills, qualities, and knowledge that may be required for employment in a particular vocational sector.
- ▶ Developed for learner who have the responsibility to translating organisational strategy into effective performance, this course allows learners to understand and focus on the requirements of implementing an organisation's strategy.
- ▶ This qualification reflects current best practice in Strategic Management and Leadership, allowing learners to expand their high-level understanding of Strategic Management and Leadership in the workplace.

Programme Structure & Delivery

- ▶ The BL7ED qualifications consist of core units (which are mandatory) and specialist units. The specialist units are designed to provide a specific focus to the qualification. Required combinations of specialist units are clearly set out in relation to each qualification in the defined qualification structures provided in this document.
- ▶ The BL7ED in Strategic Management and Leadership consists of 3 mandatory units plus 7 specialist units that provide for a combined total of 120 credits.

3 Mandatory & 7 Specialist Units

Unit	Level	Mandatory Units	Unit Credit
1	7	Developing Strategic Management and Leadership Skills	10
2	7	Professional Development for Strategic Managers	5
3	7	Strategic Change Management	10
		Specialist Units	
7	7	Strategic Marketing Management	10
10	7	Strategic Human Resource Management	10
11	7	Strategic Quality and Systems Management	10
12	7	Strategic Planning	15
13	7	Managing Financial Principles and Techniques	15
16	7	Research Methods for Strategic Managers	15
17	7	Project Development and Implementation for Strategic Managers	20

Student Attendance_FTU Centre 92441

► A minimum attendance of 80% must be achieved by the learners in order to assess and grade the assignments.

This 80% attendance exclude those absents that are approved / accepted by FTU Centre 92441.

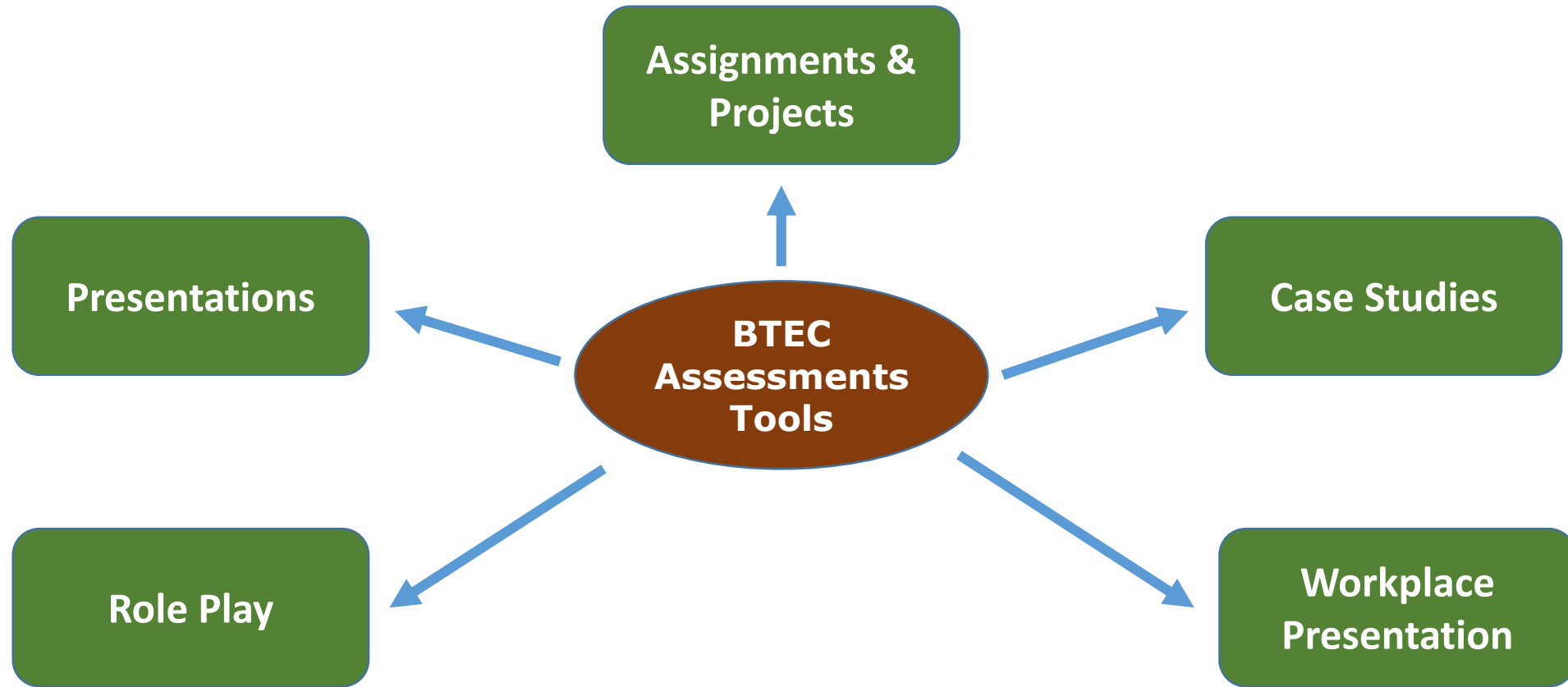
Tutors to inform centre staff of learners who do not attend regular classes and warning letter will be given.

BL7ED Assessment

Assessment of learners is conducted in accordance with the Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership programme academic regulations.

- ▶ The assessment is criterion-referenced and is required to assess against published
 - ✓ learning outcomes: what the learner needs to know, understand and do
 - ✓ assessment criteria: the grade level at which the learner can achieve
- ▶ All units will be individually graded and only a **PASS** is awarded when a learner successfully fulfilled all learning outcomes and tasks of a unit.
Rework is necessary for a learner if any learning outcomes and tasks not attempted or not correctly answered by a learner.
- ▶ Learner **must pass all 10 units** to be awarded a Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership.

Assessment Tools



Assessment Assignment Tasks & Activities

- ▶ **Valid:** the evidence is robust and genuinely meets the learning aim
- ▶ **Sufficient:** there is enough evidence to demonstrate the knowledge, skills and understanding required
- ▶ **Authentic:** the evidence the learners produce is genuinely their own
- ▶ **Appropriate:** it is in line with the level the learner is studying and is evidence which is relevant to a learner at that level
- ▶ **Relevant:** it is in line with the topic, subject area and content the learner is studying and is set in a vocational, work-related context

Assessment Assignment Fit For Purpose

► **Evidence:** the tasks allow the learner to provide evidence that meets the learning aim, and that evidence can be assessed clearly using the assessment criteria

► **Clarity:** there are clear instructions to the learner about what they need to do

► **Timing:** you have clearly defined the amount of time allowed for the assessment, and that timeframe is appropriate for the knowledge, understanding and skills you are assessing

► **Resources:** you have made available and accessible the resources your learners need to complete the assignment fairly, and in full

Unit Assessment Assignment - VERB

- ▶ Assessors pay attention to the Verb in the learning outcomes and tasks
- ▶ Student must fulfill answers to the Verb stated in individual tasks

Example: Unit 7 Strategic Marketing Management

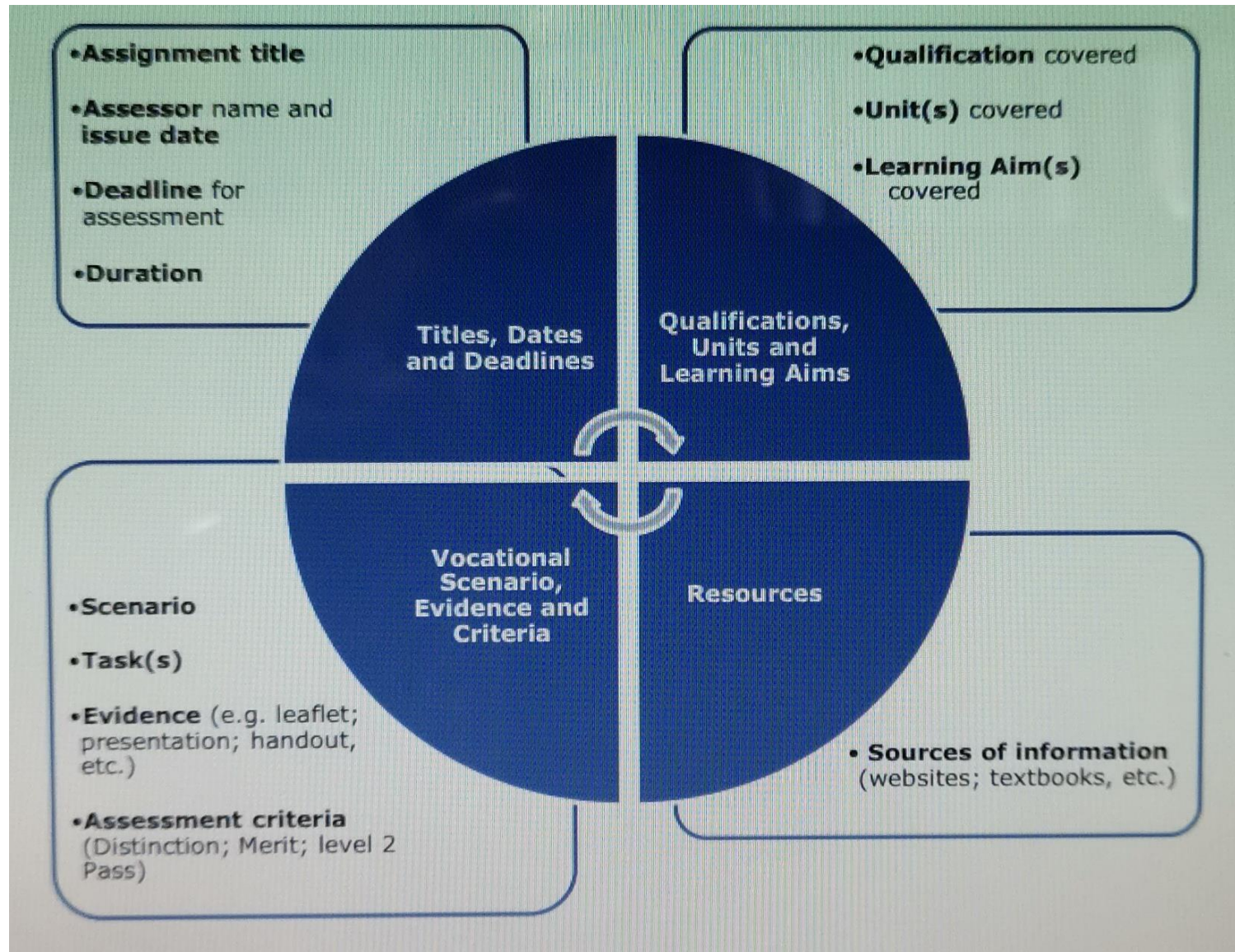
Task 1.1 **Discuss** the role of strategic marketing in an organization

Task 2.1 **Assess** the value of models used in strategic marketing planning

Task 3.1 **Use** appropriate marketing techniques to ascertain growth opportunities in a market

Task 4.3 **Propose** strategic marketing responses to key emerging themes in a marketing strategy

Assessment Assignment Brief At A Glance



BL7ED Assignments Brief Sample

- ▶ Understand IV Stage 1
- ▶ Assignment brief design – scenario localised
- ▶ Internal verification check and approval – form fulfillment
- ▶ Issue date & submission dateline – appropriate timeline
- ▶ Student submission declaration of assignment with signature and date (admin staff to check and ensure)
- ▶ Assignment brief sample: Unit 7 Strategic Marketing Management
- ▶ Open discussion



Assessors Role

- ▶ To understand and deliver BL7ED programme requirements
- ▶ Assessors perspectives and expectations, and assessment must be real & practical at learner level
- ▶ Additional assignment tasks apart from BL7ED learning outcomes and tasks to be avoided.
- ▶ Holistic and motivational
- ▶ Guiding learner to continuing progress and application

Assessors Feedback

► WHY Assessors Feedback is Important?

Effective assessment feedback is part of continuous guided learning which promotes learning and enables learner improvement.

Feedback will fully support learner learning by enabling learner to recognise what they have achieved, what needs to be achieved and how to continue progress. It is through feedback from assessors that learners are able to develop and enhance their learning and application ability.

Types of Feedback

► WHAT is Formative Feedback?

- The formative feedback is given to learner throughout their learning journey.
- Formative assessment can be undertaken, at any point, prior to the summative assessment.
- Formative feedback can be both formal or informal which need to be documented by the assessors for each learners enabling learner to understand what they have achieved - strengths & weaknesses in their assignments content; and what needs to be improve and how to achieve it.

Types of Feedback.....continue

► WHAT is Summative Feedback?

- Summative feedback follows formative assessment and results in a grade of Pass or Refer or Rework to fulfill learning outcome(s) and task(s)
- Summative feedback supports learner to understand why they achieved the grade awarded. As well as pointing out areas of achievement and areas where they may be a lack of higher achievement. Summative feedback will also help learner to consider how to improve in the future in other learning units assessment.
- While the results of a summative are final, assessor feedback should be the following:
 - a) constructive; pointing out areas of achievement and areas where there may be lack of higher achievement,
 - b) feed-forward; to assist learner in thinking about how to improve their work for future

Assessors Common Issues

- ▶ assessment of learner assignments are not thorough and inaccurate; inconsistency and not valid across; leading to ineffectiveness.
- ▶ Brief or no feedback to guide learners on learning outcomes and tasks
- ▶ non-practice of annotating learners contents
- ▶ non-action on plagiarized information

The internal verifiers must thoroughly check each units assessments decisions prior to verify and approved.

Role of Exam Board / Lead Internal Verifier

- ▶ Assessment of learners is conducted in accordance with Pearson BTEC Level 7 Extended Diploma academic standards
- ▶ Ensure that the assessment methodology is valid, reliable and does not disadvantage or advantage any groups of learners or individuals
- ▶ Ensure that the assessment procedure is open, fair and free from bias
- ▶ To verify and approve assessment grades of each units
- ▶ To approve overall units grades, resubmission datelines & restudy
- ▶ To investigate cases on malpractices, appeals, and etc.

BTEC Internal Verification Explain

- ▶ **Lead Internal Verifier definition:** Oversees all assessment activity to ensure assessments are carried out inline with national standards
- ▶ **Assessor definition:** make assessment decisions which are correct and in line with the national standards. Assessors may also create assessment tools ("assessment instruments") for internal assessment

What is Internal Verification?

- ▶ to overseeing all assessment activity
- ▶ ensures that individual assessors fully understand and correctly interpret the qualification specifications
- ▶ makes sure assessors carry out assessments which is consistent with the national standards, focusing on the: (i) level (ii) content, and (iii) duration of assessment

The process for ensuring that assessors carry out assessment correctly and to national standards is called Internal Verification

How Does Internal Verification Work?

Internal Verifiers (IVs) must ensure that assessment is fully validated within the centre by:

- ▶ checking every assessment tool (e.g. assignment briefs) carefully and endorsing it before it is used, including authorised assignments briefs
- ▶ ensuring each learner is assessed carefully and thoroughly using only the relevant assessment criteria and associated guidance within the specification
- ▶ ensuring the decisions of the every assessors for each units for all learners are in line with national standards

Internal Verification (IV) Check Assessors Decisions

- ▶ Understand IV Stage 2
 - Form fulfillment
- ▶ Process & Verification
 - Internal verifiers on each units must be thorough and effective
- ▶ Assessment samples
 - unit 3 Strategic Change Management
 - unit 7 Strategic Marketing Management
- ▶ Open discussion



External Standards Verification (Pearson UK)

The Pearson External Standards Verifier will visit each centre annually to check and verify quality assurance standards.

All worldwide centres are to follow the Pearson UK national standards.

A centre can be "Blocked" if are not in line with quality standards.

Harvard Referencing System

- ▶ All assessors to help learner comprehend use of Harvard Referencing System and the important to acknowledge all sources of information including use of images or statements taken from any sources, internet or reference books to avoid plagiarism.

Plagiarism

- ▶ All assessors must remind learners on the seriousness of plagiarism and the penalty.
- ▶ All assessors must check carefully when marking learners assignments.
- ▶ Internal verifier (IV) for each units must check thoroughly prior to verify and approved.

The consequence of plagiarism is serious and with evidence found during external standards verification by Pearson UK, the centre can be “Blocked”.

To avoid by all cause.

HN GLOBAL

<https://hnglobal.highernationals.com/>

- HN Global is an exciting new online platform created by Pearson for Higher National learners around the world.
- Created in parallel with the development of the new Higher National qualifications, HN Global houses a great number of resources so learners can get the most out of their HN experience.
- With HN Global, learners can get access to course specific core textbooks, work on their CV, improve their study skills by completing online learning modules targeted at common development areas.



for Your
Participation

Thank You