



# CERTIFIED MANAGER

## COURSE SPECIFICATIONS

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## 1.0 ATHENA GLOBAL EDUCATION

Athena Global Education (AGE) is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education goals and through that, their professional goals.

Westford Education Group has partnered with many internationally accredited universities, Awarding Organizations and Professional Bodies, enabling us to provide high quality and fully accredited programs worldwide. Westford is currently partnered with Cardiff Metropolitan University from UK, University of Wolverhampton from UK, Guglielmo Marconi University from Italy, Fort Hays State University from USA, Pearson Education from UK and the Scottish Qualification Authority (SQA) of UK to name a few.

Athena Global Education (AGE) is the latest venture of Westford Education Group. It is built upon our core values: That quality higher education is an undeniable right of all, not of few, and should be affordable by all. Our key pillars of this venture are Accessibility and Affordability, and we have made sure that the courses developed in this platform support and reflect these key values.

This professional certification programme is offered in partnership with Chartered Management Institute (CMI) UK, delivered by Athena Global Education.

## 2.0 CHARTERED MANAGEMENT INSTITUTE (CMI)

The Chartered Management Institute (CMI) is an accredited professional institution for management based in the United Kingdom. CMI is the only chartered professional body in the UK dedicated to promoting the highest standards of management and leadership excellence.

The Chartered Management Institute works with businesses and education providers to inspire people to unleash their potential and become skilled, confident and successful managers and leaders. In fact, CMI has more than 60,000 people training to be better leaders right now across our partner network in the UK and internationally.

Backed by a unique Royal Charter, CMI is the only organisation able to award Chartered Manager status - the ultimate management accolade, which is proven to boost individuals' career prospects, management capability and impact in the workplace.

CMI's thought leadership, research, events and online resources provide practical insight about critical issues for its 100,000 plus members and any professional looking to improve their results; create diverse high-performing teams and nurture the next generation of managers and leaders.

CMI gives managers and leaders, and their organisations, the skills they need to improve their performance and create an impact.

CMI is the only organisation offering the elite Chartered Manager status for excellence in management and leadership. CMI helps aspiring managers and leaders:

- ▶ Gain recognition for their accomplishments
- ▶ Improve leadership effectiveness
- ▶ Improve organisational performance

### 3.0 ABOUT THE COURSE

This professional program is designed in association with Chartered Management Institute and helps professionals in attaining a certificate of 'Certified Manager' from Chartered Management Institute, UK. Chartered Management Institute is the only Chartered body dedicated to promoting the highest standards in management and leadership excellence. Practical help whenever you need it; tools and techniques to save time and stress; new ways to enhance your professional reputation; qualifications that show the world you mean business – that's what CMI is all about.

This program covers core disciplines in Human Resource Management, Strategy Management and Leadership, Marketing and Finance through which learners will gain the skills to navigate uncertainty and complex business situations.

### 3.1 AIM OF THE COURSE

The purpose of the programme is to equip managers with the competence required to implement their organizations' strategies. It is aimed at developing a basic understanding of the different fields of management (i.e. general management, economics, people management, financial management and marketing) and visionary leadership to ensure that managers do not perform their own management functions in isolation. The major learning outcome of the course will be:

- ▶ Identify and supervise financial management decisions within own organisation
- ▶ Identify and understand the key elements of a successful value chain.
- ▶ Identify and apply systemic decision-making processes to be implemented
- ▶ Analyse own organisations' policies and practices to determine the extent to which it promotes equal and fair treatment of all people.
- ▶ Describe the leader's role in leading individuals and teams to successfully achieve business goals.
- ▶ Explain the role of coaching and feedback within the overall performance management process within own organisation.
- ▶ Explain the value of applying service marketing concepts and design in order to improve overall.



### 3.2 GRADING STRUCTURE

The following grading criteria will be applicable for the PG Diploma level

Marks	Grade
70 to 100	Distinction
60 to 69	Merit
50 to 59	Pass
40 to 49	Fail with Re-sit
0 to 39	Fail with Retake

## 4 ENROLMENT AND EQUAL OPPORTUNITY

We confirm its commitment to equal opportunities in all its activities. It is intended that all students should receive equal treatment irrespective of political belief, gender, sexual orientation, age, disability, marital status, race, nationality, ethnic origin, religion or social background.

### 4.1 ACCESS AND RECRUITMENT

**Our policy with regard to access to its qualifications is that:**

- ▶ they should be available to everyone who is capable of reaching the required standard
- ▶ they should be free from any barriers that restrict access and progression
- ▶ there should be equal opportunities for all wishing to access the qualifications

We recruit learners to this qualification with integrity. This will include ensuring that all learners have appropriate information and advice about the qualifications. The centers should put in place appropriate systems to assess a learner's suitability for a programme and make a professional

judgment about their ability to successfully achieve the designated qualification. This assessment should take account of any support available to the learner within the centre during the programme

of study and any support that may be required to allow the learner to access the assessment for the units within the qualification.

## 4.2 ACCESS ARRANGEMENTS AND SPECIAL CONSIDERATIONS

Our policy on access arrangements and special consideration aims to enhance access to the qualifications for learners with disabilities and other difficulties (as defined by the Equality Act 2011) without compromising the assessment of skills, knowledge and understanding.

## 4.3 ADMISSION REQUIREMENTS

There is no formal entry requirement for this course, however a good standard of written and spoken English is required to study with us, but a formal language qualification (such as IELTS) is not necessary. Generally, your English simply needs to be sufficient to:

- use study materials, including online books, video and audio, and
- complete the assessment requirement of the respective modules

## 4.4 GUIDANCE ON ASSESSMENT

This qualifications assessment is completed through the submission of internally assessed student work. To achieve a pass for a unit, a learner must have successfully achieved the learning outcomes at the standards set by the assessment criteria for that unit.

An assignment can relate to a single unit or an integrated assignment, incorporating more than one unit, can be used provided the content of the assignment is clearly mapped to show which assessment criteria from which units are being covered.

## 4.5 METHODS OF ASSESSMENT

We use a range of assessment vehicles that will engage learners and give them an opportunity to both demonstrate their knowledge and understanding of a topic and to evaluate how they might apply that knowledge in a given context.

We discourage essay writing and recommend that more varied types of assessment are included. This might include assessment through:

- ▶ a research activity resulting in the compilation of a report
- ▶ an academic paper or article for publication
- ▶ the compilation of a case study
- ▶ a critical review and evaluation of a chosen company's policies, procedures and systems
- ▶ a set project completed for an employer (also known as an 'employer-engagement activity')
- ▶ the production of a portfolio of evidence relating to a particular unit

This list is by no means exhaustive but gives examples of some creative assessment methods that could be adopted.

## 5.0 MODULES AND COMBINATIONS

To be awarded Certified Manager , the learners are required to complete all four modules from the below list.

- ▶ Leadership and Strategy
- ▶ Marketing Essential
- ▶ Economics and Managerial Finance
- ▶ Projects and Operations

## 5.1 Marketing Essentials

### Module description

This module is designed to expose and help the students to gain an awareness of the various aspects of marketing in the business context. The module provides an understanding of contemporary theories and their applications in the field of marketing and management and in developing, applying and implementing ideas in marketing practices. It's also helps the students to evaluate and identify the factors that help develop appropriate market entry strategy combined with product development and promotion internationally

### Learning outcomes

LO1. Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organisations.

LO2. Develop marketing plans with application of appropriate marketing models, tools and techniques

LO3. Evaluate the processes involved in brand management and how they influence consumer behaviour

LO4. Evaluate the skills set needed as a creative marketer to launch new products/services in a dynamic global marketplace.

### Content covered

- ▶ Introduction to Marketing
- ▶ International Marketing and its Scope
- ▶ International Market Entry Strategies
- ▶ Marketing Communication
- ▶ Consumer Behaviour
- ▶ International Product Development, Product Strategies and Pricing
- ▶ International Distribution
- ▶ Variables that comprise and affect consumer behaviour
- ▶ How to investigate consumer behavior
- ▶ Insight into the strategies that are most likely to reach, inform and persuade consumers



- ▶ Insight into the consumers who surround you, such as your friends, your family, and yourself
- ▶ Decision making and customer attitudes
- ▶ Implications of designing and Implementing marketing strategies

### Assessment and grading

Marketing mini- report based on a business scenario(max words 1500)

## 5.2 Leadership and Strategy

### Module Description

This module is designed to help students understand and evaluate various aspects of Strategy and leadership in a global context. The module explores theories, models and frameworks to provide insight on how an organization's life cycle evolves through various stages to achieve excellence. The module helps students to evaluate the relationship between organizational strategies, performance and stakeholder expectations.

### Learning outcomes

- LO1. Analyse the concepts and theories of strategic management and critically evaluate the relationship between strategy, stakeholder expectations and organizational performance.
- LO2. Evaluate the impact of current and emerging Economic, Political and Cultural factors on strategic management in an International context.
- LO3. Formulate business strategies under challenging circumstances of Innovation and Change and evaluate those that contribute to the success of a particular organization.
- LO4. Develop plans for the implementation of business strategies and enhance Stakeholder Expectations.

### Content covered

- ▶ Introduction to Strategic Management
- ▶ Organization design and effectiveness
- ▶ Porter's competitive strategies
- ▶ Mile's and Snow's Strategy Typology
- ▶ External Environment
- ▶ Introduction, the organization environment
- ▶ the task environment
- ▶ framework for assessing environmental uncertainty
- ▶ organizational strategies for controlling external environment
- ▶ environmental characteristics and organizational actions
- ▶ Inter-organizational Relationships

- ▶ Organizational Ecosystems
- ▶ Strategies for Survival
- ▶ Institutional view and Organizational Design
- ▶ Design Organizations for International Environment
- ▶ Strategy, Technology and Performance
- ▶ Organizational Life Cycle
- ▶ Innovation and Change
- ▶ Strategic Role and Types of Change
- ▶ Decision Making Processes
- ▶ Conflict, Power and Change
- ▶ Woodward's Classification Based on System of Production

### Assessment and grading

Strategy report based on a case study(max words 1500)

## 5.3 Project and Operations

### Module Description

The module is designed to help students understand the strategic role of operations management and its competitive advantage for organizational survival. It brings out the relationships between the operations function and other functional areas of a business such as marketing, finance, and information systems and how they can work together to achieve the business strategy.

### Learning outcomes

LO1. Know the various tools, techniques and apply suitable tools and techniques in different alternative scenarios of Operations Management.

LO2. Apply information management techniques and evaluate them in context of operational functions to achieve competitive advantage and make the organization globally competitive.

LO3. Apply and critically evaluate the importance of project management to given business situations (Using PERT / CPM).

LO4. Demonstrate operations strategy in domestic and global context, and evaluate how the use of technology has impacted the operational functions.

LO5. Be able to implement and evaluate the outcomes of a project.

### Content covered

- ▶ Understanding OM: Evolution of OM
- ▶ Introduction to OM
- ▶ Role and Scope of Operations Management to Business
- ▶ Tools and techniques in OM

- ▶ Planning, Forecasting, Scheduling, Cause and Effect Diagram
- ▶ Gaining competitive advantage through Information management
- ▶ Need and benefits of Information System in OM
- ▶ Value adding role of IT to Operations
- ▶ Concept and role of ERP and SAP in OM, Integrating IT into Manufacturing and Services
- ▶ POMS (Production and Operations Management Systems)
- ▶ Identifying and implementing operations strategy in domestic and global context
- ▶ Competitive Priorities, Strategy and Operations Strategy
- ▶ Building required capabilities into the OM strategy to be competitive
- ▶ Operations Strategy as a competitive Weapon, Hayes and Wheelwright's Four Stage Model for Operations Strategy
- ▶ Link between Corporate Strategy, Business and Operations Strategy

### Assessment and grading

Project report based on a case study (max words 1500)

## 5.4 Economics and managerial finance

### Module Description

This module has been designed to provide the learners with the adequate understanding of the economic context which affects the environments in which businesses and organisations operate. An analysis and understanding of critical factors such as globalisation, growth in the economy and legal regulations which affect the ability of businesses to operate is deemed highly important for management professionals. This module also exposes learners to different frameworks designed for the implementation of Financial models. Emphasis will be placed on practical applications in various contexts with which finance professionals will be familiar and expected to be competent.

### Learning outcomes

- LO1. Critically analyse the knowledge economy and the various drivers of economic changes which impact business activities
- LO2. Analyse case scenarios and case studies on the various economic drivers and legal frameworks practiced in business management
- LO3. Understand the design and construction of financial modelling applications
- LO4. Understand the impact of Financial forecasting on Business revenue and expenses

### Content covered

- ▶ Economics – Macro economical dimensions of business
- ▶ Analysis of macroeconomic injunction
- ▶ Legal frameworks
- ▶ Political scenarios and factors
- ▶ Monopoly and Oligopoly structures
- ▶ Case studies on Political, Economic and Legal frameworks
- ▶ Discrimination and Competitive advantage
- ▶ Introduction to Financial modeling
- ▶ Financial forecasting
- ▶ Dependent and independent variables
- ▶

### Assessment and grading

Economics and Finance scenario-based questions and answers (max words 1500)