

Unit Title:	Develop a strategic business plan
OCR unit number:	1
Level:	7
Credit value:	5
Guided learning hours:	31
Unit reference number:	K/506/2074

Unit aim and purpose

This unit aims to develop the knowledge and skills required to develop a strategic business plan and introduces learners to the key principles underpinning the development of a strategic business plan. Upon completion of this unit, learners will be able to prepare for business strategy implementation and develop plans to deliver the business strategy.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the principles underpinning the development of a strategic business plan	The Learner can: 1.1 Evaluate a range of strategic planning theories and models 1.2 Analyse the principles of resource management 1.3 Evaluate the principles of capital investment appraisal 1.4 Evaluate the role of stakeholders in the development of strategic business plans 1.5 Explain how to involve stakeholders in the development of strategic business plans	
2 Be able to prepare for business strategy implementation	2.1 Prioritise strategic objectives in a way that is consistent with an organisation's vision and values 2.2 Identify programmes of activity that are capable of achieving strategic objectives 2.3 Develop risk management plans that address identified and likely potential risks 2.4 Identify current and likely future resource requirements	

Learning Outcomes	Assessment Criteria	Additional Guidance
	2.5 Assess the costs and benefits of different approaches to strategy implementation 2.6 Develop policies that are consistent with the strategy and vision and which are capable of meeting the objectives 2.7 Set meaningful and realistic Key Performance Indicators (KPIs) and evaluation criteria	
3 Be able to develop plans to deliver the business strategy	3.1 Take action to ensure the strategic plan is comprehensive in its coverage of products and/or services, quality, Human Resources, finance and marketing 3.2 Take action to ensure that organisational structures and processes are capable of delivering the plan 3.3 Develop plans to manage the supply chain, interdependencies and the potential for friction 3.4 Address any legal or ethical requirements 3.5 Articulate the business plan and gain the support of stakeholders	

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Management & Leadership (2012) National Occupational Standards:	CFAM&LBA6	<ul style="list-style-type: none"> Develop strategic business plans

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .