



Oxford Cambridge and RSA

## OCR Level 7 NVQ Diploma in Management – Unit 4

|                        |  |
|------------------------|--|
| Unit Title:            | Put a strategic business plan into action (B4) |
| OCR Unit Number:       | 4  |
| Unit Number:           | F/600/9598                                     |
| Level:                 | 7  |
| Credit value:          | 8  |
| Guided learning hours: | 40   |

### Unit purpose and aim

This unit will ensure that learners are able to implement and evaluate a strategic business plan for an organisation.

| Learning Outcomes  | Assessment Criteria  | Exemplification  |
|--|--|--|
| 1 Be able to promote a strategic business plan to colleagues and stakeholders    | 1.1 Identify relevant colleagues and stakeholders who can contribute to the strategic business plan<br>1.2 Explain how to provide support direction to colleagues and stakeholders           | This may include: <ul style="list-style-type: none"><li>• The agreed strategic business plan for the organisation</li><li>• Their organisation's structure and business processes</li><li>• The importance of communicating the plan to people and ensuring their understanding</li><li>• The most effective methods of communication within the organisation</li><li>• The needs and expectations of colleagues and other key stakeholders</li><li>• The organisation's culture and ways to influence people.</li></ul> |
| 2 Be able to implement and monitor performance against a strategic business plan | 2.1 Implement the plan against identified performance measures<br>2.2 Identify and analyse variations from agreed measures<br>2.3 Assess changes that may affect the strategic business plan | This may include: <ul style="list-style-type: none"><li>• Principles and methods of strategic management and business planning</li><li>• How to develop SMART objectives (specific, measurable, achievable, realistic and time-bound)</li><li>• The importance of regular management information</li></ul>   |

| Learning Outcomes  | Assessment Criteria   | Exemplification   |
|--|---|---|
|  |   | <ul style="list-style-type: none"> <li>• What could constitute a significant deviation from the plan</li> <li>• Legal, regulatory and ethical requirements in the sector.</li> </ul>  |
| 3 Be able to ensure a strategic business plan remains current      | 3.1 Implement necessary adjustments to the strategic business plan and/or resource<br>3.2 Communicate any change to colleagues and stakeholders | This may include: <ul style="list-style-type: none"> <li>• How to access information which will enable them to stay abreast of market developments</li> <li>• How to develop and adjust the plan to meet changing needs</li> <li>• How to monitor the use and availability of resources</li> <li>• How to assess risk</li> <li>• Appropriate methods of ongoing communication.</li> </ul> |
| 4 Be able to evaluate the performance of a strategic business plan | 4.1 Analyse the performance of a strategic business plan<br>4.2 Communicate performance outcomes to all relevant stakeholders                   | This may include: <ul style="list-style-type: none"> <li>• How to access and analyse financial and other management information</li> <li>• How to evoke and measure customer feedback</li> <li>• Methods of providing feedback to those involved in implementing the plan.</li> </ul>   |

## Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which will need to be made available to the OCR external verifier.

Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. Assessment must be based on naturally occurring evidence from the workplace.

## Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities. Simulation is not allowed for this unit.

## Guidance on assessment and evidence requirements

---

You should consult with your assessor to agree the most appropriate sources of evidence available to you in your environment. Examples of possible sources of evidence are shown below but this is not a definitive list nor are the examples shown mandatory:

- key performance indicators in relation to your business plan
- project plans showing individual objectives
- your analyses of performance against plan
- reports and recommendations in respect of the resources required
- minutes of meetings relevant to the implementation or review of the plan
- records of feedback to and from stakeholders
- sales figures in relation to targets

## Details of relationship between the unit and national occupational standards

---

This unit is based on the NOS produced by the Management Standards Centre (MSC)

Management and Leadership NOS unit B4, Put the strategic business plan into action

**NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).**

## Resources

---

Stationery or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work. For example:

- NOLAN, T. M., GOLDSTEIN L.D. AND GOLDSTEIN, J. (2008) *Applied Strategic Planning*. ISBN 9780787988524
- OLSEN, E. (2007) *Strategic Planning for Dummies*. ISBN 9780470037164

## 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](http://www.ocr.org.uk)

## OCR Level 7 NVQ Diploma in Management

### Evidence Record Sheet

#### Unit 4 Put a strategic business plan into action (B4)

I confirm that the evidence provided is a result of my own work.

Signature of candidate: \_\_\_\_\_ Date: \_\_\_\_\_

| Evidence reference | Evidence title | Assessment method | LO1 |     | LO2 |     |     | LO3 |     | LO4 |     |
|--------------------|----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                    |                |                   | 1.1 | 1.2 | 2.1 | 2.2 | 2.3 | 3.1 | 3.2 | 4.1 | 4.2 |
|                    |                |                   |     |     |     |     |     |     |     |     |     |
|                    |                |                   |     |     |     |     |     |     |     |     |     |
|                    |                |                   |     |     |     |     |     |     |     |     |     |
|                    |                |                   |     |     |     |     |     |     |     |     |     |
|                    |                |                   |     |     |     |     |     |     |     |     |     |

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: \_\_\_\_\_ Name (in block capitals): \_\_\_\_\_ Date: \_\_\_\_\_

Countersignature of qualified assessor (if required) and date: \_\_\_\_\_

IV initials (if sampled) and date: \_\_\_\_\_ Countersignature of qualified IV (if required) and date: \_\_\_\_\_

(Page of )