



Oxford Cambridge and RSA

OCR Level 7 NVQ Diploma in Management – Unit 1

Unit Title:	Develop a strategic business plan (B3)
OCR Unit Number:	1
Unit Number:	H/600/9593
Level:	7
Credit value:	8
Guided learning hours:	20

Unit purpose and aim

This unit helps learners to develop, implement, monitor and review operational plans for own area of responsibility.

Learning Outcomes	Assessment Criteria	Exemplification
1 Understand an organisation's vision or strategic direction	1.1 Explain an organisation's strategic vision and direction	This may include: <ul style="list-style-type: none">• The importance of long and medium term planning to the success of an organisation• The principles of strategic management and business planning• What a strategic business plan should cover• The importance of creativity and innovation in strategic management.
2 Be able to provide an organisation with a direction that is incorporated into the strategic business plan	2.1 Consult with stakeholders to inform the development of a strategic business plan 2.2 Identify objectives that are consistent with the direction of an organisation 2.3 Develop a strategic business plan to support the direction of an organisation 2.4 Analyse risks and develop contingency plans to mitigate identified risks	This may include: <ul style="list-style-type: none">• Processes for consultation within their organisation• How to successfully involve colleagues and other stakeholders in the development of the plan• Legal, regulatory and ethical requirements in their sector• The market in which the organisation works and developments and opportunities within the sector• The organisation's ability to respond to market opportunities.

Learning Outcomes	Assessment Criteria	Exemplification
	2.5 Identify measures and methods for monitoring and evaluating the strategic business plan	<ul style="list-style-type: none"> • The organisation's actual and potential customer base and their needs and expectations • Actual and potential competitors and partners, their strategies and plans • How to develop SMART strategic objectives (specific, measurable, achievable, realistic and time-bound) • Sources of information that can aid monitoring and evaluation • How to develop procedures for measuring performance against the plan.
3 Be able to gain stakeholder support for the strategic business plan	3.1 Communicate the strategic plan to all key stakeholders 3.2 Assess how to gain and retain support from key stakeholders for the strategic business plan	This may include: <ul style="list-style-type: none"> • The needs and expectations of stakeholders and how to influence them • The resources required to support the business plan • How to delegate responsibility and accountability • The importance of consultation and communication.

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:

- Copies of strategic business plans that you have produced
- Risk assessment data that you have analysed
- Notes or minutes of meetings with stakeholders
- Budget proposals that support your strategic business plan
- Reports and recommendations that you have produced
- Witness testimony confirming your involvement in strategic business planning
- Copies of PowerPoint presentations that you have used to communicate your plans

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 B3, Develop a strategic business plan for your organisation

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at 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:

- LAWRIE, A. (2001) *The Complete Guide to Business and Strategic Planning*. ISBN 1 900360 87 X
- Strategic Planning Society at: www.sps.org.uk

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

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Evidence Record Sheet

Unit 1 Develop a strategic business plan (B3)

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	
			1.1	2.1	2.2	2.3	2.4	2.5	3.1	3.2

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: _____

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