

## Unit 706: Strategic Direction

Unit code: D/506/9068

RQF level: 7

### Aim

The unit will explore the strategic aims and objectives of an organisation and their significance in setting direction, and identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction.

### Learning Outcomes and Assessment Criteria

| Learning Outcomes  | Assessment Criteria   |
|--|---|
| 1. Be able to review and determine the organisation's strategic aims and objectives            | 1.1 Critically analyse the existing strategic aims and objectives of the organisation   |
|  | 1.2 Undertake a critical evaluation of the components of current organisational strategy  |
|  | 1.3 Critically analyse the factors affecting the strategic aims of organisational strategy over the short and medium term   |
| 2. Be able to evaluate progress towards achieving organisational strategic aims and objectives | 2.1 Apply a range of diagnostic and analytical tools to audit and assess progress towards existing strategic aims and objectives  |
|  | 2.2 Take responsibility for and critically assess the expectations of all stakeholders and their influence upon future organisational strategy                            |
|  | 2.3 Critically analyse, interpret and produce an evaluation of the existing organisational strategic position and progress towards achieving the existing strategy        |
| 3. Be able to determine and evaluate strategic options to support a new strategic position     | 3.1 Critically evaluate and develop a range of alternative strategic options to meet organisational strategic aims, direction and objectives in the short and medium term |
|  | 3.2 Determine and justify the existing strategic option that can meet the revised strategic position  |

### Indicative Content

In this unit learners will be introduced to some of the concepts, ideas and models that underpin an organisation setting or taking a strategic direction. The models and concepts to be discussed include:

- Evaluate each component part of the chosen strategic plan
- Analyse the factors affecting the strategic plan of your choice