



PDA in Strategic Management at SCQF Level 8 (GF93 48)

Welcome to the Professional Development Award (PDA) in Strategic Management at SCQF Level 8, which enables you to determine a suitable strategy for an organisation based on an assessment of its strategic position. The PDA allows you to think about different approaches to strategy and how your organisation can use these to find a way to meet the challenges of its environment and achieve its objectives.

The target group for this award is managers who contribute to strategic development in organisations as well as managers who wish to enhance their awareness and understanding of the strategic process. The PDA would also be suitable if you were aspiring to this role, although it would be expected that you would already have some experience of managerial work. Typical job roles could include: senior/middle managers or those aspiring to these positions; middle managers in voluntary or public sector; project manager; production manager

The PDA in Organisational Leadership at SCQF Level 8 is made up of two mandatory Units:

- ◆ Management: Strategic Change (H1S6 35)
- ◆ Management: Develop Strategic Plans (H1S7 35)

The overall focus of this PDA is at the **organisational** level as this is where strategic management takes place. The PDA, therefore, goes beyond first line management and addresses the challenges you may have to face in higher level posts as a middle or senior manager.

The PDA enables you to analyse different strategic concepts and establish your organisation's strategic position. You will look at how to determine the direction of strategic change and some methods, including the planning process, for doing this. You will get practical experience of devising a strategic plan for an organisation that you are familiar with – perhaps the one you work for just now.

The PDA enables you to relate theory directly to your own experience at work and find ways in which it can help you become aware of strategic management and what it involves - which will allow you to contribute to the strategic management process in your organisation. Overall, the PDA helps you to extend and develop your skills as a manager/leader and give you an insight into strategic development so that you can make an effective contribution to it - in what ever capacity you can in terms of your position in your organisation. It should also help you build on your previous experience as a first line manager or equip you to step beyond this role when the opportunity arises.

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Management: Strategic Change deals with examining strategic options and selecting a suitable option from among those available. Management: Develop Strategic Plans takes this forward and considers the implementation of the chosen strategic option. You could begin with Management: Strategic Change and use your work as the starting point for Management: Develop Strategic Plans.

Evidence for the Units can be provided using a wide variety of Web 2.0 technologies such as blogs, wikis, podcasts, and presentation software or more traditional means such as reports, responses to case studies, and paper based portfolios etc.

Evidence for Management: Strategic Change could be presented in an electronic or paper-based portfolio and for Management: Develop Strategic Plans the strategic plan could be presented in the format of a formal management report, through a series of postings on a blog or, again as a portfolio of evidence. The strategic plan and the report can be based on an organisation with which you are familiar, eg the one you work for or one you have previously worked.

Support packs, including interactive activities have been developed for the Units making up this PDA. Your tutor will be able to provide you with a copy of the support packs and the interactive activities can be found on the HN Management and Leadership subject webpage <http://www.sqa.org.uk/sqa/26294.html>

The PDA is a qualification in its own right but it will also help you to progress to further management awards such as the Diploma in Management and Leadership.

The PDA is jointly certificated by SQA and The Chartered Management Institute (CMI).