



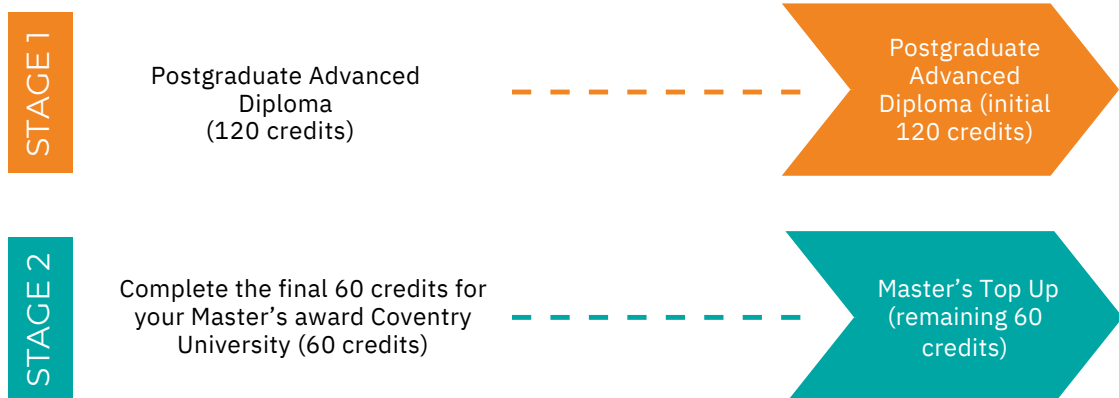
# Streamline Your Path to Career Success

Executive MBA  
Route

# ABOUT THIS COURSE

## THE POWER OF PROGRESSION

The Postgraduate Advanced Diploma is an Executive MBA advanced entry course, which can be completed in a minimum of 4 months and provides learners with 120 credits of the 180 credits required to achieve a complete Master's. The course itself is made up of 30 interactive modules and 8 written assignments, with approximately 40 guided learning hours per module. All modules have an additional 30-50 learning hours of optional materials that comprise of recommended exercises, recommended readings, internet resources, and self-testing exercises. After completing the Advanced Diploma, you will be eligible for the Executive MBA.



# TECHNICAL REQUIREMENTS



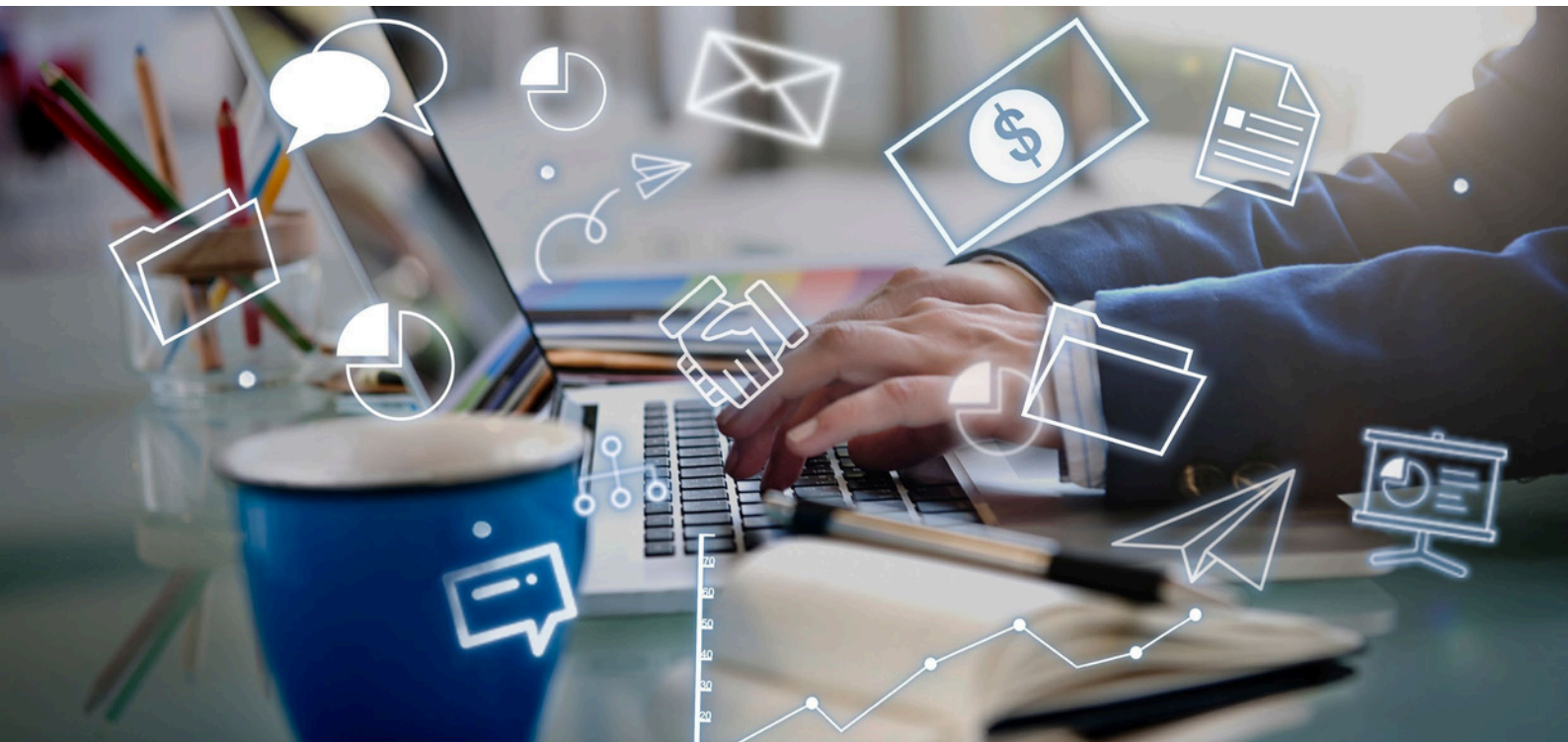
Our platform is fully technology-driven, therefore students will need a reliable PC/laptop/tablet or regular access to one.



A stable internet connection with sufficient data to access online resources and participate in programme activities will be provided to in-contact/on-campus candidates.



You will also be provided with a Microsoft (MS) Office 365 account, giving you access to the full MS suite along with numerous resources that will assist you in completing tasks and assignments.



# ASSIGNMENT LISTING

The Postgraduate Advanced Diploma has 8 written assignments. The assignments are approximately 2,000-3,000 words each.

The assignment unit titles for the Postgraduate Advanced Diploma course are:

## 1: MANAGE TEAM PERFORMANCE TO SUPPORT STRATEGY

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The aim of this unit is to allow learners to explore how team performance can be evaluated and optimised to realise strategic objectives. Learners will further be introduced to, and encouraged to discuss, some of the management models, concepts and ideas which could be used to help you set departmental, project, team and their own objectives. 15 Credits.

## 2: INFORMATION MANAGEMENT AND STRATEGIC DECISION TAKING

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The aim of this unit is to address the volume and complexity of data and information available to organisations and how to analyse, apply and determine its value in making strategic decisions. 15 Credits.

## 3: LEADING A STRATEGIC MANAGEMENT PROJECT

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The aim of this unit is to involve learners in formulating research methodologies to support a strategic management project. Learners will be required to critically evaluate options and data sources before presenting project outcomes. 15 Credits.

## 4: STRATEGIC DIRECTION

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The aim of this unit is to explore the strategic aims and objectives of an organisation and their significance in setting direction, identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction. 15 Credits.

## 5: STRATEGIC PLANNING

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This unit is about the value of the strategic planning process in formulating appropriate strategies and designing a plan that will be supported by stakeholders and other organisational leaders. The critical review of the plan and its success is also addressed by learners in the unit. 15 Credits.

## 6: DEVELOPMENT AS A STRATEGIC MANAGER

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The unit aims to support organisational and self-awareness in Learners. It provides foundations for a self-critical and reflective approach to personal development to support the Learner when operating at a strategic level. Wider context organisation and environmental factors are also considered as contributors to overall strategic success of the individual and the organisation. 15 Credits.

## 7: FINANCE FOR MANAGERS

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The aim of this unit is to support learners in understanding and using financial information and data. This unit is important to learners as it support financial decision making. 15 Credits.

## 8: STRATEGIC MARKETING

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The unit will investigate underlying models, techniques and theories that underpin marketing and can contribute to strategic objectives. It will also provide Learners with a critical understanding of the marketing function within complex organisations. 15 Credits.

UNIVERSITY  
TOP-UP



On completion of this course students have the opportunity to complete an Executive MBA programme from Coventry University. The Executive MBA can be studied online or on campus and completed in a minimum of 4 months. The Executive MBA comprises the final 80 credits which consists of either a dissertation or a dissertation and one module. This brings the full duration of the MBA to a minimum of 8 months.

EXECUTIVE MBA

The assignment unit titles for the Executive MBA course are:

### 1: LEADERSHIP AND MANAGEMENT

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The aim of this unit is to to prepare you in delivering strategic change and transformation through the management of projects in organisations. It will develop your understanding of the stages, tools and techniques required for project initiation, planning, execution, control and termination. 15 Credits.

### 2: DECISION MAKING AND RISK

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This unit aims to promote an understanding of decision-making in a management context. It will examine theoretical knowledge underpinning decision-making and develop skills to solve problems and influence others in the workplace. It will also consider aspects of bias in decision-making from psychological and sociological perspectives. 15 Credits.

### 3: DISSERTATION

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The aim of this unit is to ensure integration between theory and practice. It enables you to apply your skills and management theory in carrying out live consultancy projects within your own or a host organisation where possible. It also provides an opportunity for you to reflect on your knowledge, experience, and practice. You will be expected to draw upon the knowledge acquired, and the intellectual, technical, and analytical skills developed during your programme. To equip you with the additional research skills required to successfully execute the research, you will be supported by a series of resources on research methodology and writing a consultancy project. 30 Credits.

# CAREER PATH

Upon successful completion of the Postgraduate Advanced Diploma and final year of the Executive MBA programme, learners will have the skills to execute a professional managerial role in marketing, accounting, business consultancy, and more. The Executive MBA develops key cognitive skills such as critical thinking, analysis, evaluation, and writing while also establishing presentation and numeracy skills to enhance knowledge and experience. These skills are critical in helping you advance your career.



## Contact us:

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