



Award, Certificate & Diploma Management & Leadership

Accredited by the Chartered Management Institute

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Leadership has Changed.

Rethink **your career journey**

Which path will YOU take?



Established position & partners

MMC has been educating Professionals at every stage of their career for 24 years. MMC is a joint venture company based at Manchester Metropolitan University Business School and is a leading online Accredited Study Centre for the Chartered Institute of Marketing (CIM) and the Chartered Management Institute (CMI).

Groundbreaking learning at the core

MMC makes the development of groundbreaking learning the core of its business. Working with the CIM, it developed the first online marketing qualification back in 2000, and more recently, it has undertaken management of the UK's first MSc in Digital Marketing, entirely redeveloping the syllabus to meet current industry needs.

Serving professional learner needs

As a leading Accredited Study Centre for CIM & CMI, MMC is highly sensitive to the needs of busy marketing and management professionals who have chosen to undertake a qualification while they work.

With a dedicated team, MMC offers a personal, rapid and accessible support service to help with any queries about your course and has developed excellent relationships with the various awarding bodies to ensure any issues can be efficiently resolved.

World class technology online

MMC's products and services are built with a passion for delivering innovative, flexible learning and that extends beyond content itself. MMC works with a number of trainers and organisations to create e-learning, webinars and a library of recorded content, all of which is available across a range of devices, supporting your learning at any time, any where.

Long term success

MMC learners go on to secure promotions, new positions, win new contracts or start their own businesses as a result of the programmes they undertake.

Our Accreditation Partners



Pathway ONE

Power up your Digital, Leadership & Marketing knowledge

PIVOTAL Marketer ACADEMY - Comprehensive online learning video library to help individuals/teams deliver day-to-day tasks with confidence

Pathway TWO

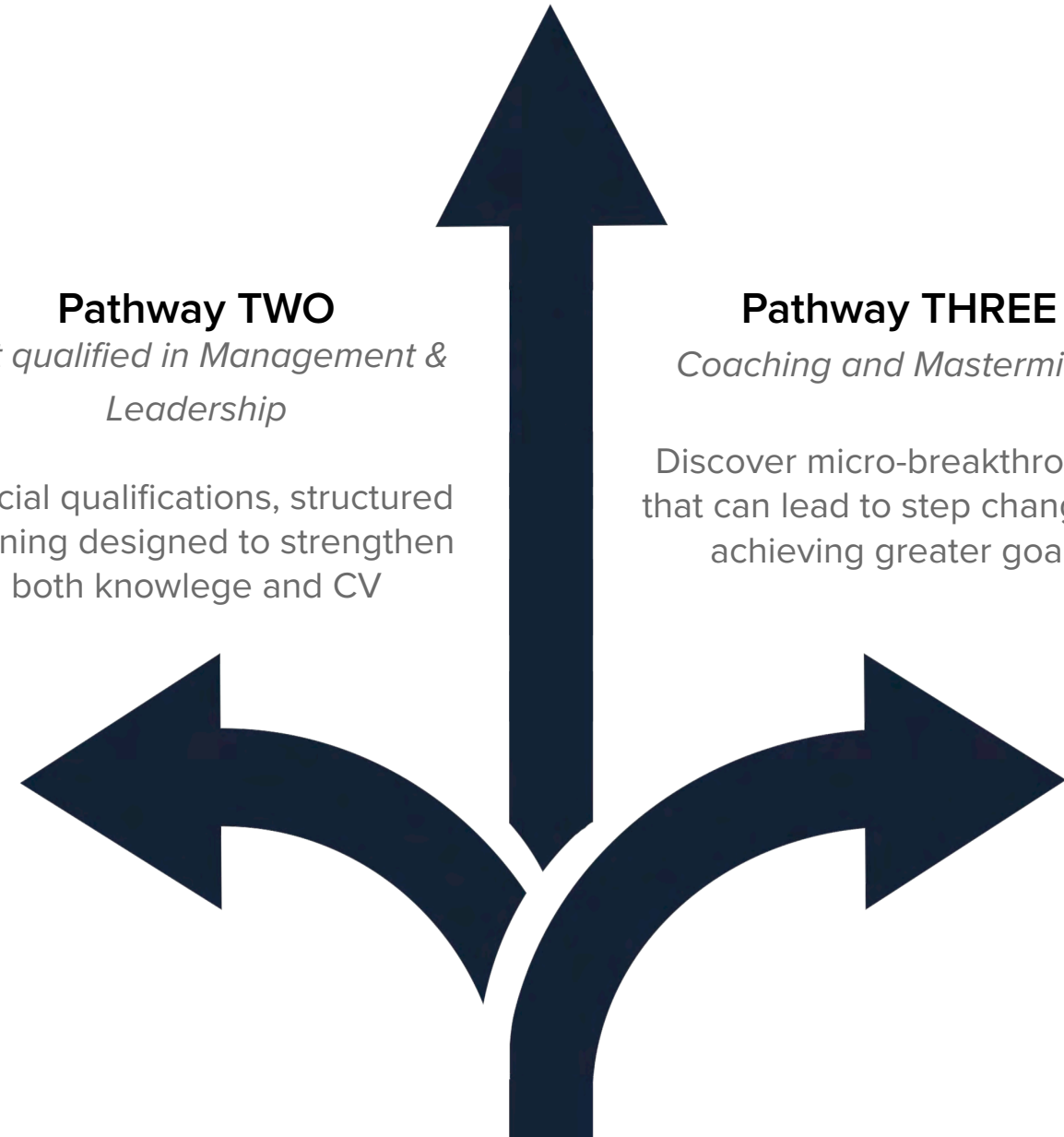
Get qualified in Management & Leadership

Official qualifications, structured learning designed to strengthen both knowledge and CV

Pathway THREE

Coaching and Masterminds

Discover micro-breakthroughs that can lead to step changes in achieving greater goals



20k+

Professionals trained globally

750+

Online learning videos

60+

Topics covered

Teaching & Coaching Team



**Imran
Farooq**



**Stephen
Humphrey**



**Mike
Berry**



**Helen
Furneaux-Knight**



**Patricia
Lauret**



**Kelley
Carey**



**Gemma
Pybus**



**Dave
Chaffey**



**Andrew
Sherratt**



**Mark
Davis**



**Veronica
Swindale**



**Paul
Rouke**



**Jessica
Simpsons**



**Sarah
Alder**



**Clive
Whysall**



**David
Alexander**



**Alexandra
Severn**



**Peter
Rees**



**Ian
Grime**



**Damian
Qualter**



**Mouneeb
Shahid**



**Rami
El-Boghdadly**



**James
Pybus**

The Chartered Management Institute (CMI) works with business and education to inspire people to become skilled, confident and successful managers and leaders.

Established in 1947 as the British Institute of Management, CMI was founded in the wake of the Second World War to help rebuild British industry. Our goal remains the same today as it was then: to raise the quality and standard of management in the workplace. Having developed the very first diploma in management studies, we have remained at the forefront of management training and thinking ever since.

In 2002, Her Majesty's Privy Council granted our Royal Charter, designating CMI as the standard-bearer for the profession of management, meaning we are the only organisation able to award Chartered status.

Delivering the Mission

With a wealth of practical qualifications, events, and networking opportunities on offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 90,000 people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade.

Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 143,000 plus membership community when speaking to policy makers.



This is all in aid of one simple goal: to increase the number and standard of professionally qualified managers.

8,541
Chartered
Managers

100k+
social media
followers

143k
membership
community

90,819
Active learners
including 31,177
apprentices

Each Chartered
Manager boosts their
business' revenue
£310k
over 5 years

4,205
Apprenticeship
End Point
Assessments
carried out

620
partners
delivering CMI
training and
qualifications

23
Major thought
leadership
publications and
events

CIM are the world's leading professional marketing body with over 28,000 members worldwide, including more than 3,000 Chartered Marketers. For over 100 years, CIM has supported, represented and developed Marketers, teams, leaders and the profession.

CIM is an Ofqual regulated provider and CIM qualifications are also accredited by the European Marketing Confederation. We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

CIM qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle – from flexible awards to full qualifications.

Each module is based on CIM unique Professional Marketing Competencies designed to help Marketers meet the increasing demands that are expected of them at every stage in their career.

Over
100 years
of supporting, developing
& representing marketers

12,500+ 
current studying members

118 
countries

18,000+
assessments taken every year



CIM

The Chartered
Institute of Marketing

Who is it for?

These qualifications are designed for practising middle managers and leaders at operations, division, departmental or specialist level, who are typically accountable to a senior manager or business owner. The primary role of a practising or aspiring manager and leader is to lead and manage individuals and teams to deliver the aims and objectives in line with the organisational strategy.

The qualifications have been designed for practising or aspiring managers in roles such as:

- Operations Manager
- Divisional Manager
- Departmental Manager
- Regional Manager
- Specialist Manager

Key benefits of the Management & Leadership qualification

For Learners

- Develop the skills needed to lead and manage individuals and teams
- Provides a broader knowledge of skills to help you be more effective in specific management areas

For Employers/Organisations

- Deliver aims and objectives in line with wider organisational strategy
- Gives you a fully comprehensive bank of the skills and knowledge required to be a manager as part of an organisation
- Focus on the areas that are most appropriate to your role and organisation

Duration & Assessment

- Award is 1-2 Months, Certificate is 4-6 Months and the Diploma is 12-18 Months
- At least 6 hours study time per week
- Assessed by written assignments, 3500-4000 words
- Assignments are work based

Learning Delivery & Support

Completing a CMI qualification offers you more than just academic standing, alongside your qualification you have access to CMI Membership and Support for the duration of your study.

This includes access to digital learning resources through ManagementDirect, Careers Development Centre (CDC) and much more. We've pulled together all the key additional learning resources together for your studies.

MMC Learning have put together a comprehensive learning package to ensure the learner is well supported throughout their learning journey.

- 100% online study, flexible schedule to allow for work and family commitments
- Access video learning lessons
- Dedicated Course Manager, quick response, Monday to Friday
- Expert Tutor support - assessment guidance and feedback at different stages
- Expert Tutor support - one-to-one, personalised support (phone/online)

Fast Track Chartered Manager Status

Chartered Manager is the highest accolade in the management profession. Awarded only by CMI, it is recognised throughout the public, private and third sectors across all managerial disciplines.

With Chartered Manager status you join an elite group who prove they have the skills and knowledge to deliver results.

You will be eligible for a fast track route to Chartered Status upon completion of the Level 5 CMI Diploma qualification, provided you have at least 3 years' experience in a management role

This route builds on the completion of your qualification and provides a fast track assessment process taking into account your prior learning with CMI.

Costs £125 + VAT (plus membership fees where applicable).



Level 5

Management & Leadership

“The whole purpose of education is to turn mirrors into windows.”

- Sydney J. Harris

Unit Ref.	Unit Title	Credits
501	Principles of Operational Leadership and Management in an Organisational Context	7
502	Principles of Developing, Managing and Leading Individuals and Teams to Achieve Success	6
513	Managing Projects to Achieve Results	6
515	Creating and Delivering Operational Plans	6
518	Managing Risk	6
523	Principles of Marketing Products and Services	6
509	Managing Stakeholder Relationships	4
514	Managing Change	5
520	Managing Finance	6
525	Using Reflective Practice to Inform Personal and Professional Development	5

There are minimum requirements to achieve each qualification within this suite.

CMI Level 5 Award in Management and Leadership

Learners must complete at least one unit to a minimum of **4 credits** to achieve this qualification.

CMI Level 5 Certificate in Management and Leadership

Learners must complete any combination of units to a minimum of **13 credits** to achieve this qualification.

CMI Level 5 Diploma in Management and Leadership

Learners must complete a combination to a minimum of **37 credits** to achieve this qualification.

Aim of the Unit

Being equipped with the knowledge, skills and behaviours to manage and lead in a variety of organisational settings is essential if an individual and their organisation are to succeed. This unit has been designed for learners who want to develop or sharpen their professional edge and enhance personal effectiveness.

Learners will evaluate the impact of an organisation's structure and governance on management and leadership.

They will explore theoretical models, management and leadership styles and approaches designed to promote a culture of mutual trust, respect and support.

Learning Outcomes

- » Understand factors which impact on an organisation's internal environment
- » Understand the application of management and leadership theories
- » Understand the knowledge, skills and behaviours to be effective in a management and leadership role

Assessment Criteria

Section ONE - Understand factors which impact on an organisation's internal environment

- 1.1 Examine the impact of legal status on the governance of an organisation
- 1.2 Analyse the purpose of an organisation's mission and vision statements
- 1.3 Examine the impact of organisational structures on management roles
- 1.4 Discuss the impact of organisational values and ethics on management decision making

Section TWO - Understand the application of management and leadership theories

- 2.1 Evaluate the relationship between management and leadership
- 2.2 Analyse the impact of management and leadership styles on individuals and teams
- 2.3 Discuss the influence of culture and values on management and leadership styles
- 2.4 Examine how management and leadership styles can be adapted in different situations

Section THREE - Understand the knowledge, skills and behaviours to be effective in a management and leadership role

- 3.1 Assess the knowledge and skills required for a management and leadership role
- 3.2 Evaluate the factors that impact on the selection of communication techniques required to be effective in a management and leadership role
- 3.3 Analyse the behaviours required to be effective in a management and leadership role
- 3.4 Develop an approach for building a culture of mutual trust, respect and support with teams and individuals

Aim of the Unit

The ability to lead individuals and teams to success is arguably the most important skill a manager can possess. This unit focuses on the essential management and leadership skills required to fulfil this challenging but rewarding role. The unit opens by focusing on the theoretical and practical approaches to developing, leading, and managing teams (remote or multidisciplinary).

The manager will look at techniques to assess current and future team capabilities, including the role of recruitment, selection and staff development which supports this.

On successful completion of the unit, the manager will not only know the principles of managing individuals and teams, but they will understand approaches for supporting, motivating and inspiring teams and individuals to exceed expectations.

Learning Outcomes

- » Understand approaches to developing, managing and leading teams
- » Understand approaches to achieving a balance of skills and experience in teams
- » Know techniques for leading individuals and teams to achieve success

Assessment Criteria

Section ONE - Understand approaches to developing, managing and leading teams

- 1.1 Evaluate the use of theoretical models for developing, managing and leading teams
- 1.2 Discuss practical approaches for effective team management and leadership
- 1.3 Analyse strategies for managing team leaders
- 1.4 Develop approaches to respond to the challenges of managing and leading multiple and remote teams

Section TWO - Understand approaches to achieving a balance of skills and experience in teams

- 2.1 Evaluate techniques for assessing current and future team capabilities and requirements
- 2.2 Analyse a process for recruiting team members
- 2.3 Assess the factors which impact on the selection of learning and development activities for individuals and teams
- 2.4 Examine the use of coaching and mentoring models to support team development

Section THREE - Know techniques for leading individuals and teams to achieve success

- 3.1 Discuss methods used to monitor and manage individual and team performance
- 3.2 Evaluate good practice for enabling and supporting high performing teams
- 3.3 Analyse motivational techniques used to create high performing teams

Aim of the Unit

The ability to manage projects is a vital skill for all managers. This unit focuses on the knowledge and skills required to manage projects successfully and overcome problems and challenges.

It requires the learner to evaluate the methods and tools for planning tasks and activities, as well as knowing how to implement and manage project activities, build stakeholder relationships, manage resources and risk, monitor progress and report on outcomes.

Learning Outcomes

- » Understand the role of projects in delivering organisational strategy
- » Understand processes for initiating, planning and managing projects
- » Understand the factors which contribute to effective project management

Assessment Criteria

Section ONE - Understand the role of projects in delivering organisational strategy

1.1 Analyse the role of projects in delivering organisational strategy

Section TWO - Understand processes for initiating, planning and managing projects

2.1 Analyse the process for initiating projects

2.2 Examine the impact of legal, organisational and ethical factors on projects

2.3 Discuss the use of tools and techniques to plan and manage projects in different contexts

2.4 Analyse techniques for working collaboratively with stakeholders to achieve project aims

2.5 Evaluate methods used for monitoring project progress

2.6 Discuss methods for reporting on project outcomes

2.7 Assess approaches for project closure

Section THREE - Understand the factors which contribute to effective project management

3.1 Discuss methods of managing data and information in a project environment

3.2 Assess the use of problem solving and decision making techniques when managing projects

3.3 Examine approaches to identify, manage and mitigate project risks

Aim of the Unit

The ability to translate organisational objectives into operational plans is an essential management skill. The unit opens with the importance of understanding the strategic direction of the organisation and how to contribute to the strategic planning process.

It then focuses on the knowledge and skills required to create and deliver operational plans. This includes the need to set key performance indicators, monitor quality and outcomes against the plan, and know how to effectively report on findings.

Learning Outcomes

- » Understand the principles of operational planning in an organisation
- » Know how to create an operational plan in line with organisational objectives
- » Know how to manage and lead the delivery of an operational plan
- » Know how to monitor and measure the outcome of operational planning

Assessment Criteria

Section ONE - Understand the role of projects in delivering organisational strategy

- 1.1 Assess the relationship between an organisation's strategic objectives and operational planning
- 1.2 Evaluate the use of approaches to operational planning

Section TWO - Understand processes for initiating, planning and managing projects

- 2.1 Examine the impact of legal and organisational factors on an operational plan
- 2.2 Assess the ethical requirements that influence an operational plan
- 2.3 Create an operational plan in line with organisational objectives

Section THREE - Understand the factors which contribute to effective project management

- 3.1 Assess methods of managing and leading the delivery of an operational plan
- 3.2 Examine techniques for problem solving and decision making

Section FOUR - Know how to monitor and measure the outcome of operational planning

- 4.1 Evaluate methods to monitor progress and measure the outcomes of operational plans

Aim of the Unit

Business outcomes are optimised when risks are identified and managed effectively. This unit has been designed to equip learners with an understanding of the scope and purpose of business risk management. This includes an evaluation of the types of business risks, the governance and approaches for managing these effectively, and how risk management can be implemented successfully within organisations.

Learning Outcomes

- » Understand the scope of business risk management
- » Understand the process for managing business risk

Assessment Criteria

Section ONE - Understand the role of marketing to support the achievement of organisational objectives

- 1.1 Evaluate business risks in relation to the organisation, its customers and suppliers
- 1.2 Analyse the governance of risk within organisations
- 1.3 Examine categories of risk used within different organisational settings
- 1.4 Analyse organisational methods for managing and quantifying risk

Section TWO - Understand the role of marketing to support the achievement of organisational objectives

- 2.1 Analyse the processes for identifying, assessing and ranking business risk
- 2.2 Analyse the process for managing a business risk
- 2.3 Examine approaches for mitigating a business risk
- 2.4 Analyse methods for implementing business risk management
- 2.5 Assess methods for reporting identified risks to stakeholders

Aim of the Unit

Marketing products and services is an activity which can be applied to a myriad of different business contexts. From utilising technology to create new processes and support services to improve the customer experience through to developing or adapting products or services to meet changing needs, the principles of marketing remain the same.

The aim of this unit is for the learner to understand the role of marketing to achieve organisational objectives. The learner will analyse the marketing environment, understand how to market a product or service and know how to judge the success of marketing outcomes.

Learning Outcomes

- » Understand the role of marketing to support the achievement of organisational objectives
- » Understand the factors in the organisation's marketing environment which impact on the marketing of a product or service
- » Know how to market a product or service

Assessment Criteria

Section ONE - Understand the role of marketing to support the achievement of organisational objectives

1.1 Evaluate the role of marketing to support the achievement of organisational objectives

Section TWO - Understand the factors in the organisation's marketing environment which impact on the marketing of a product or service

2.1 Evaluate the influence of stakeholders on an organisation's approach to marketing a product or service

2.2 Examine the impact of an organisation's strengths and weaknesses on the marketing of a product or service

2.3 Examine the impact of opportunities and threats in the marketing environment on the marketing of a product or service

Section THREE - Know how to market a product or service

3.1 Recommend approaches to support the marketing of a product or service

3.2 Develop a tactical plan to market a product or service using the marketing mix

3.3 Analyse resource requirements to market a product or service

3.4 Analyse risks that could impact on the marketing of a product or service

3.5 Examine methods used to measure marketing outcomes

Aim of the Unit

Good relationships, whether they are with customers, suppliers, partners or staff, are a key contributor to an organisation's success. To build stakeholder relationships that are long lasting and sustainable, they need to be planned and developed.

This unit explores the types and purposes of stakeholder relationships and the skills required to overcome challenges and manage these effectively.

Learning Outcomes

- » Understand the different types and value of stakeholder relationships
- » Understand the frameworks for stakeholder management
- » Know how to manage stakeholder relationships

Assessment Criteria

Section ONE - Understand the different types and value of stakeholder relationships

- 1.1 Analyse the types of stakeholder relationships within organisations
- 1.2 Examine the benefits and challenges for organisations working with different stakeholder groups

Section TWO - Understand the frameworks for stakeholder management

- 2.1 Examine the contractual frameworks for stakeholder engagement and management
- 2.2 Specify a process for planning stakeholder engagement

Section THREE - Know how to manage stakeholder relationships

- 3.1 Analyse the role of the manager in managing stakeholder relationships
- 3.2 Evaluate the use of collaborative working techniques to manage stakeholder relationships
- 3.3 Discuss methods for managing conflict in stakeholder engagement

Aim of the Unit

Change is inevitable if an organisation is to maintain competitiveness and currency of practice. This unit has been designed to enable the learner to evaluate types and reasons for change within organisations and be able to select and apply theoretical models for its management. The purpose is not only to enable learners to develop the skills to manage change and achieve set objectives, but to do so in a professional manner with open and honest communication throughout the entire process.

Learning Outcomes

- » Understand the reasons for change in organisations
- » Understand approaches to change management
- » Understand how to initiate, plan and manage change in an organisation

Assessment Criteria

Section ONE - Understand the reasons for change in organisations

- 1.1 Analyse the environmental factors which influence change in organisations
- 1.2 Analyse the internal factors that drive the need for change in organisations
- 1.3 Examine the potential impact of change in organisations

Section TWO - Understand approaches to change management

- 2.1 Evaluate the use of theoretical models for managing change
- 2.2 Analyse the role of leadership in gaining the commitment of others to change
- 2.3 Specify reasons for engaging with stakeholders throughout the change management process

Section THREE - Understand how to initiate, plan and manage change in an organisation

- 3.1 Specify the rationale for initiating change within an organisation
- 3.2 Develop a plan for change within an organisation
- 3.3 Examine tools for implementing and monitoring change
- 3.4 Recommend approaches to overcome risks and barriers to change
- 3.5 Develop strategies for communicating planned change to stakeholders
- 3.6 Assess practical methods to support individuals throughout the change management process
- 3.7 Analyse methods for monitoring and measuring the impact of planned change
- 3.8 Discuss approaches to embed and sustain planned change in an organisation

Aim of the Unit

Financial management skills are essential for all managers regardless of whether there is a dedicated finance team within an organisation. Financial acumen enhances decision making skills, which in turn supports management of projects, tasks and functional areas.

This unit has been designed to enable learners to understand how financial systems within organisations operate. Learners will evaluate the sources of finance for organisations, and understand the principles for setting and managing budgets in line with regulatory and organisational guidelines.

This unit has been designed to enhance the learner's confidence and credibility in financial management, which will translate into improved management skills.

Learning Outcomes

- » Understand finance within organisations
- » Know how to set and manage budgets

Assessment Criteria

Section ONE - Understand finance within organisations

- 1.1 Analyse the relationship between the financial function and other functional areas within organisations
- 1.2 Examine the impact of financial objectives on decision making within organisations
- 1.3 Differentiate between management accounting and financial accounting
- 1.4 Analyse the impact of organisational and regulatory frameworks on an organisation's approach to financial management
- 1.5 Analyse the challenges organisations face accessing finance

Section TWO - Know how to set and manage budgets

- 2.1 Differentiate between budget setting and financial forecasting
- 2.2 Evaluate budget setting approaches used by organisations
- 2.3 Formulate and justify a budget for an area of management responsibility
- 2.4 Analyse the factors that impact on budget management
- 2.5 Specify corrective actions to be taken in response to budgetary variance
- 2.6 Discuss reporting procedures for authorising corrective actions to a budget

Aim of the Unit

Reflective practice is an essential management tool which supports the development of knowledge, skills and behaviours in the work place. By consciously analysing own performance, decision making, leadership and management skills (in different situational contexts); opportunities for ongoing development can be identified.

The aim of the unit is to equip learners with the understanding of the value of reflective practice, and how reflection can be used as the basis of a meaningful personal and professional development.

Learning Outcomes

- » Understand the value of reflective practice to inform personal and professional development
- » Know how to apply reflective practice to inform personal and professional development

Assessment Criteria

Section ONE - Understand the value of reflective practice to inform personal and professional development

- 1.1 Analyse the importance of continuous personal and professional development in achieving organisational objectives
- 1.2 Evaluate the use of reflective practice in personal and professional development
- 1.3 Evaluate approaches to reflective practice

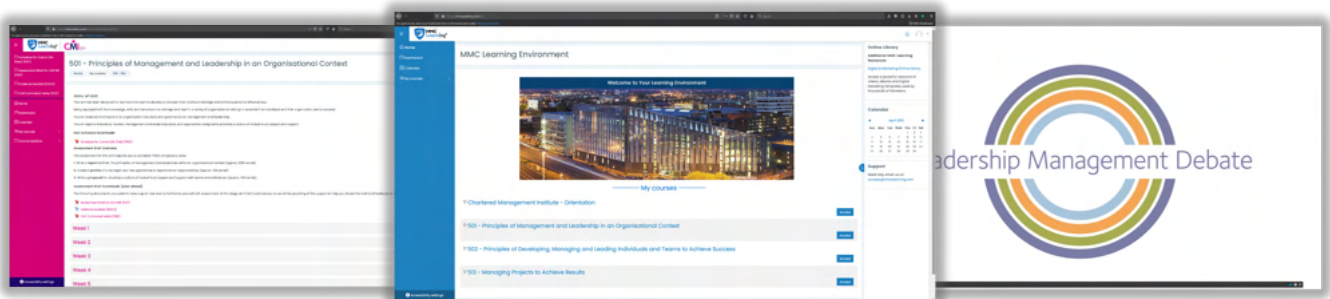
Section TWO - Know how to apply reflective practice to inform personal and professional development

- 2.1 Evaluate own performance in the workplace using principles of reflection
- 2.2 Reflect on own working style and its impact on others in the workplace
- 2.3 Analyse development needs for current and future roles
- 2.4 Examine development opportunities to meet short, medium and long term objectives
- 2.5 Create a personal development plan with measurable objectives

What do you get?

MMC have put together a comprehensive package to help you to succeed in both gaining a qualification and accessing knowledge/templates that will help you in your day-to-day role.

- » Access to all course materials (videos, audio, PDF downloads)
- » Course books and relevant supporting texts to download
- » Access to live webinars with tutors providing assessment guidance
- » One to one support from experienced tutors giving you feedback on draft assignments
- » Fast response support from our course team to cover your queries throughout the course
- » CMI membership - Membership to the Chartered Management Institute which includes the benefits of being part of an official leading professional body in Management & Leadership.



Your investment and funding options

<u>Qualification</u>	<u>Price</u>
Level 5 Award in Management & Leadership	£647
Level 5 Certificate in Management & Leadership	£1,497
Level 5 Diploma in Management & Leadership	£2,247

If you are paying for the qualification yourself without employer support, there are several options available to both spread the cost to make it more affordable. Funding options depending on your personal situation.

Next Steps & Enrolment

If you are interested in enrolling, book a Discovery call with one of the Course Directors. This is a deep dive call to review your CV and provide advice on the best learning path for you.

To book your call, get in touch with James Partington on qualifications@mmclearning.com or call **+44(0) 161 826 4644**.

STOP!

Rethink **your Leadership journey.**
Which route will YOU take?



“The art of leadership is about inspiring people to build something ... Be the leader you wish you had ... The goal is not to be perfect by the end, the goal is to be better today.”

– Simon Sinek

Email: qualifications@mmclearning.com

Call: +44 (0) 161 826 4644