



# QUALIFI

SUCCESS THROUGH LEARNING  
RECOGNISED WORLDWIDE

## QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 7 Diploma in Strategic Management & Leadership
Qualification No (RQF)	601/5335/0
Unit Name	Information Management and Strategic Decision Taking
Unit Reference	704
No of Credits	15 Credits

## Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
  - Can be found at <https://qualifi.net/qualifi-level-7-diploma-in-strategic-management-and-leadership/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

## Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

## **Referencing**

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

## **Appendices**

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

## **Confidentiality**

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

## **Word Count Policy**

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

## **Submission of Assignments**

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

## **Marking and grades**

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

## Assignment Question

### Scenario

Learners may use their own employment context, or that of another organisation with which they are very familiar, to base their assignment. However, in the case that they are not able to do so, please use the below scenario:

You are a manager at a medium sized organisation. You have been asked to develop your organisation's management information system to ensure it conforms to legislation and provides accurate and relevant data. Analysis of historical data to inform future strategic direction is part of your current role.

## **Task 1 – 400 words**

**1.1:** Critically discern the process of converting data to information, understanding, knowledge and wisdom. Critically review the key features at each stage in the cycle, drawing conclusions and making robust recommendations.

**1.2:** When making management decisions determine the criteria to be applied when selecting data and information to support decision making. Consider the validity of sources of information.

**1.3:** Describe the main functions of an organisation's Management Information System (MIS). Evaluate the impact of a management information system to an organisation in terms of component efficiencies and wider organisational effectiveness.

## **Assessment Criteria**

**1.1:** Critically identify the features of data and information.

**1.2:** Determine the criteria to be applied when selecting appropriate data and information to support strategic decision making.

**1.3:** Critically evaluate the impact of a management information system to an organization.

## **Task 2 – 350 words**

**2.1:** State the organisation's responsibilities in sourcing, sharing and storing information to ensure legal compliance. Identify two types of information which may have restricted access within the organisation.

**2.2:** Critically discuss six types of information which an organisation can offer to employees and how this is accessed.

**2.3:** Critically evaluate four formats in which information can be offered and evaluate how effective these formats are within the organisational context.

## **Assessment Criteria**

**2.1:** Determine the legal responsibilities in sourcing, sharing and storing information.

**2.2:** Critically discuss when information should be offered and access allowed.

**2.3:** Critically evaluate the formats in which information can be provided and the impact of using various formats.

### **Task 3 – 350 words**

**3.1:** Select one form of information from an organisation and critically analyse it to identify any patterns and trends. Consider comparative analysis such as year on year or same month/period over a period of years. Review the impact that such patterns and trends have on the strategic decision making processes. Electronic decision making tools may be considered if appropriate to your scenario.

**3.2:** Critically evaluate four decision making tools. Determine their fitness for purpose from a criterion devised by you, and stated. Explain the importance of valid management information when supporting the decision making process. Make clear judgements from your analysis and, explain how it may assist with future planning activities at strategic level.

**3.3:** Determine two sources which may assist in analysing data and information. Consider the value of internal and external sources. Your source audit should be detailed, and consider all relevant factors, legal, ethical, social, essential to operations.

### **Assessment Criteria**

**3.1:** Critically analyse information to identify patterns, trends and impact on strategic decision making.

**3.2:** Critically evaluate a range of decision making tools and techniques available to support a strategic decision.

**3.3:** Determine data and information sources available to assist in strategic decision taking.



## **Task 4 – 400 words**

**4.1:** Critically review four methods an organisation can use to develop data collection to inform and support strategic decision making. Consider internal and external sources of information capture and the potential benefits of utilising wider sources for the organisation. Where possible conceptual evaluative techniques should be used, to add validity and robustness to processes.

**4.2:** Describe how an organisation can analyse the impact of information on strategic management decisions. Explain why it is important to have a rigorous process to analyse the impact information can have on strategic decisions.

**4.3:** Review four methods an organisation can use to develop data collection to inform and support strategic decision making. Consider internal and external sources of information capture and the potential benefits of utilising wider sources for the organisation.

## **Assessment Criteria**

**4.1:** Critically identify methods of evaluating management information within an organization.

**4.2:** Formulate processes and methodologies for analysing the impact of information on the strategic decisions made.

**4.3:** Determine methods of developing information capture to inform and support strategic decision making.

	<b>Distinguished</b>	<b>Excellent</b>	<b>Good</b>	<b>Proficient</b>	<b>Basic</b>	<b>Marginal</b>	<b>Unacceptable</b>
<b>Criteria</b>	80+	70	60	50	40	30	0
<b>Content (alignment with assessment criteria)</b>	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
<b>Application of Theory and Literature</b>	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
<b>Knowledge and Understanding</b>	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
<b>Presentation and Writing Skills</b>	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
<b>Referencing</b>	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

**Instructor's Comments**

## Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
<b>Total Score</b>	<b>220/5 = 44, Basic</b>



## **HEAD OFFICE**

7 Acorn Business Park  
Commercial Gate, Nottingham  
Nottinghamshire  
NG18 1EX

## **LONDON OFFICE**

Golden Cross House  
8 Duncannon Street, London  
WC2N 4JF  
[info@qualifi.net](mailto:info@qualifi.net)

Copyright 2019 Qualifi Ltd