

Strategic Planning & Organisational Management

1. Overview

The purpose of this programme is to equip participants with the knowledge and practical skills required to strategically improve business performance through effective planning, sound management practices, service excellence, data-driven decision-making, and organisational leadership. Participants will develop the ability to analyse business performance, manage organisational resources, interpret statistical information, improve customer service, and apply management functions that contribute to sustainable organisational success.

2. Programme Outcome:

- Explain the principles and importance of strategic planning in improving business performance
- Analyse organisational structures and their impact on business performance
- Monitor and control expenditure to improve organisational efficiency
- Analyse marketing objectives and identify opportunities for business growth
- Identify business performance challenges and develop practical improvement strategies
- Apply the core management functions within an organisational context
- Apply structured decision-making techniques to solve business problems
- Develop and implement service excellence strategies within a leadership role
- Evaluate service delivery performance and identify opportunities for continuous improvement
- Collect, organise, interpret, and communicate statistical information for informed decision-making
- Apply probability and statistical techniques to analyse workplace data and improve business performance

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0215

SAQA US:

114585, 120390, 9015, 14667

NQF Level:

4

Credits:

28

Entry Requirements:

Communication & Mathematical Literacy at NQF Level 3

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(114585 US):** Plan strategically to improve business performance
- **(120390 US):** Develop and apply a service culture to a leadership role
- **(9015 US):** Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems
- **(14667 US):** Describe and apply the management functions of an organization

4. Topics

Module 1: Strategic Planning and Business Performance

- Introduction to strategic planning
- Strategic planning principles
- Business vision, mission and objectives
- Organisational performance management
- Business performance measurement
- Organisational structures and business performance
- Analysing business environments
- Monitoring and controlling expenditure
- Budget monitoring techniques
- Marketing objectives and business growth
- Identifying business performance gaps
- Developing business improvement strategies
- Continuous business improvement
- Measuring strategic success

We trust that the above is in order and look forward to hearing from you for Implementation

Module 2: Management Functions and Leadership

- Introduction to management
- The management process
- Planning as a management function
- Organising resources effectively
- Leading and motivating employees
- Controlling organisational performance
- Decision-making models and techniques
- Problem-solving in management
- Roles and responsibilities of managers
- Team leadership
- Delegation and accountability
- Monitoring organisational performance
- Leadership for organisational success
- Improving departmental effectiveness

Module 3: Service Excellence and Customer Focus

- Introduction to service excellence
- Leadership and service culture
- Customer service principles
- Developing a service excellence strategy
- Planning for service improvement
- Implementing service excellence initiatives
- Measuring service delivery performance
- Customer satisfaction and feedback
- Managing service quality
- Continuous service improvement
- Service recovery strategies
- Leading high-performing service teams
- Evaluating service excellence plans
- Building a customer-focused organisation

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Module 4: Business Statistics and Data-Driven Decision Making

- Introduction to business statistics
- Collecting workplace data
- Organising and presenting data
- Tables, graphs and charts
- Measures of central tendency
- Introduction to probability
- Applying probability in business
- Interpreting statistical information
- Analysing business trends
- Statistical problem-solving
- Data-driven decision making
- Communicating statistical findings
- Business performance reporting
- Using statistics for continuous improvement

5. Target Market

This programme is suitable for:

- Business Managers
- Operations Managers
- Team Leaders
- Supervisors
- Departmental Managers
- Business Owners
- Entrepreneurs
- Project Managers
- Customer Service Managers
- Public Sector Officials
- Local Government Employees
- Emerging Leaders
- Business Development Practitioners
- Individuals preparing for management roles

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6. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

7. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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