

# MERIT ACADEMY

**CMI's**  
ACCREDITED  
MANAGEMENT,  
STRATEGY,  
AND  
LEADERSHIP  
COURSES FOR  
2024

The only  
awarding body  
of the Chartered  
Manager status,  
the highest  
accolade for  
managers and  
leaders

## Dear Aspiring Leaders,

Welcome to Merit Academy!

As an Approved Partner of the Chartered Management Institute (CMI), UK, we are dedicated to nurturing your potential into leadership excellence through our accredited and tailored programs.

At Merit Academy, you don't just learn; you transform. We promise an immersive educational journey blending strategic theory with practical application, all delivered by industry-leading instructors in-person or virtually, in English or Arabic, to suit your needs. Our qualifications are not only accredited but respected and valued globally, providing a strong foundation for your career advancement and professional development.

Choose to study with us [Enroll in the Academy], and you'll also enjoy a complimentary one-year membership to CMI, opening doors to a network of like-minded professionals and a wealth of resources designed to support and enhance your learning experience.

Embark on a transformative learning journey with Merit Academy, where your success and satisfaction are our highest priority.

Warm regards,

**Abbas Al-Humaid**, CEO, Merit Academy



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# OUR UPCOMING PUBLIC COURSES:

## 23 OF 60 ACCREDITED COURSES

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>Executive Diploma in Strategic Management Mastery</b>	<b>\$17,000</b>	<b>\$12,000</b>				<b>130</b>	<b>540</b>
Complete all seven courses below to earn the diploma, or take any course individually							
<b>Strategic Management And Strategic Intent</b>						13	54
Lectures, tutorials, class activities and case studies	\$1,000	\$600	4	3/3/24	6/3/24		
Assignments (Case studies) discussion in the classroom	\$1,000	\$600	5	14/4/24	18/4/24		
Assessment	\$1,000	\$1,000					
<b>Strategic Analysis</b>						30	156
Lectures, tutorials, class activities and case studies	\$2,500	\$1,500	10	21/4/24	2/5/24		
Assignments (Case studies) discussion in the classroom	\$2,700	\$1,700	15	26/5/24	13/6/24		
Assessment	\$2,600	\$2,600					
<b>Strategic Formulation</b>						20	108
Lectures, tutorials, class activities and case studies	\$1,500	\$900	5	23/6/24	27/6/24		
Assignments (Case studies) discussion in the classroom	\$2,100	\$1,300	10	8/9/24	19/9/24		
Assessment	\$1,800	\$1,800					
<b>Strategic Implementation and Operational Plan</b>						25	60
Lectures, tutorials, class activities and case studies	\$900	\$600	3	22/9/24	24/9/24		
Assignments (Case studies) discussion in the classroom	\$1,200	\$900	5	6/10/24	10/10/24		
Assessment	\$1,000	\$1,000					
<b>Managing Organisational Environment and Structure</b>						18	72
Lectures, tutorials, class activities and case studies	\$1,500	\$900	5	13/10/24	18/10/24		
Assignments (Case studies) discussion in the classroom	\$900	\$600	5	3/11/24	7/11/24		
Assessment	\$1,200	\$1,200					
<b>Strategic Leadership and Change Management</b>						12	48
Lectures, tutorials, class activities and case studies	\$1,000	\$600	4	10/11/24	13/11/24		
Assignments (Case studies) discussion in the classroom	\$600	\$500	4	24/11/24	27/11/24		
Assessment	\$1,000	\$1,000					
<b>Strategic Control and Monitoring</b>						12	42
Lectures, tutorials, class activities and case studies	\$500	\$400	2	1/12/24	2/12/24		
Assignments (Case studies) discussion in the classroom	\$700	\$400	4	15/12/24	18/12/24		
Assessment	\$700	\$700					

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>CMI Executive Diploma in Strategic Management and Leadership Practice</b>	<b>\$7,500</b>	<b>\$4,500</b>				<b>37</b>	<b>128</b>
Complete all four courses below to earn the diploma, or take any course individually							
<b>Leading and Developing People to Optimise Performance</b>						10	34
Lectures, tutorials, class activities and case studies	\$1,500	\$800	3	21/4/24	23/4/24		
Assessment	\$500	\$500					
<b>Developing Organisational Strategy</b>						9	30
Lectures, tutorials, class activities and case studies	\$1,500	\$800	3	19/5/24	21/5/24		
Assessment	\$500	\$500					
<b>Finance for Strategic Leaders</b>						9	32
Lectures, tutorials, class activities and case studies	\$1,500	\$800	3	15/9/24	17/9/24		
Assessment	\$500	\$500					
<b>Entrepreneurial Practice</b>						9	32
Lectures, tutorials, class activities and case studies	\$900	\$600	3	20/10/24	22/10/24		
Assessment	\$1,000	\$1,000					
<b>CMI Diploma in Professional Consulting</b>	<b>\$7,500</b>	<b>\$4,500</b>				<b>46</b>	<b>195</b>
Complete all six courses below to earn the diploma, or take any course individually							
<b>Introduction to consulting essentials</b>						8	30
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	16/4/24	18/4/24		
Assessment	\$400	\$400					
<b>Planning and managing consultancy interventions</b>						8	35
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	12/5/24	14/5/24		
Assessment	\$400	\$400					
<b>The role and responsibilities of a consultant</b>						6	25
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	3/9/24	5/9/24		
Assessment	\$400	\$400					
<b>The client relationship</b>						8	35
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	1/10/24	3/10/24		
Assessment	\$400	\$400					
<b>Communication for consultants</b>						7	30
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	3/11/24	5/11/24		
Assessment	\$400	\$400					
<b>Problem solving, tools and techniques for consultants</b>						9	40
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	8/12/24	10/12/24		
Assessment	\$400	\$400					

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>CMI's Professional Diploma In Management And Leadership</b>	<b>\$7,500</b>	<b>\$4,500</b>				<b>42</b>	<b>166</b>
Complete all six courses below to earn the diploma, or take any course individually							
<b>Creating and Delivering Operational Plans</b>						6	22
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	10/3/24	12/3/24		
Assessment	\$400	\$400					
<b>Principles of Developing, Managing and Leading Individuals and Teams to Achieve Success</b>						6	27
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	28/4/24	30/4/24		
Assessment	\$400	\$400					
<b>Principles of Management and Leadership in an Organisational Context</b>						7	25
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	26/5/24	28/5/24		
Assessment	\$400	\$400					
<b>Managing Projects to Achieve Results</b>						6	24
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	8/9/24	10/9/24		
Assessment	\$400	\$400					
<b>Managing Risk</b>						6	23
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	6/10/24	8/10/24		
Assessment	\$400	\$400					
<b>Principles of Marketing Products and Services</b>						6	23
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	10/11/24	12/11/24		
Assessment	\$400	\$400					



**ENROLL NOW**

# Section 1

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## INTRODUCTION TO MERIT ACADEMY



3:33

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Merit's Story

▶ Watch Video



# ABOUT MERIT ACADEMY

Where Strategic Education Meets  
Real-World Application



## Our Vision

Elevating global leaders with unparalleled strategic, management, and leadership education.



## Our Mission

Delivering accredited, top-tier strategic, management, and leadership programs through in-person and live virtual formats, encompassing workshops, training sessions, and conferences.

merit  
meritacademy.co

## About Us

At Merit Academy, we blend strategic education with practical application, offering a transformative learning experience designed to craft leaders ready to impact industries. Our program, accredited by both Ofqual UK and the Oman Authority for Academic Accreditation and Quality Assurance of Education, guarantees a high standard of educational value.



# THE MERIT ACADEMY DIFFERENCE

At Merit Academy, we pride ourselves on offering a unique educational experience characterized by:



## Quality Assurance

Our curriculum is scrutinized and approved by esteemed bodies: Ofqual (UK) and the Oman Authority for Academic Accreditation and Quality Assurance of Education, ensuring a gold educational quality and value standard.



## Global Recognition

Affiliated with the UK's Chartered Management Institute (CMI), we provide academic programs that are recognised and highly esteemed globally, adding significant value to your professional journey.



### Flexible Learning

We offer various learning formats, from workshops and training sessions to conferences. Whether you prefer in-person or live virtual options, our programs are designed to suit your needs and schedules.



### Transformative Experience

Our courses aren't just about imparting knowledge; they are meticulously crafted to offer a transformative learning experience that hones your strategic, managerial, and leadership skills, preparing you for the challenges of the dynamic corporate landscape.



**This combination of quality assurance, global recognition, flexible learning environments, and a focus on transformative experiences sets Merit Academy apart, making us a preferred choice for professionals seeking to elevate their careers to new heights.**

# EXPERTISE AND INTERACTIVE LEARNING AT MERIT ACADEMY

Merit Academy is where academic rigour meets practical application. Our courses are intricately designed not just for exam preparation but primarily to navigate real-world leadership challenges effectively.





### Faculty Excellence

Our educators aren't simply theorists; they are hand-picked professionals renowned for their managerial expertise and practical insights. With a commitment to fostering brilliance, they serve not just as teachers but as experienced mentors and guides, imparting wisdom from years of hands-on experience in management.



### Hands-On Learning

Our programs immerse students in real-world scenarios and business case studies, allowing for immediate application of knowledge. Through hands-on assignments and interactive tutorials led by industry experts, students gain deep insights into strategic successes and failures, preparing them for decisive organizational leadership.



### Interactive Environment

Engaging in group discussions, brainstorming sessions, and collaborative projects are integral to our learning experience. This supportive and synergistic community encourages peer feedback and shared knowledge, fostering an environment where theory meets practice.



**Embark on a transformative journey with Merit Academy, where you'll experience a dynamic convergence of top-tier expertise, hands-on learning, and a collaborative educational environment designed to shape industry-leading professionals.**

# LEARNING OUTCOMES & ACHIEVEMENTS

Embark on a transformative journey, witnessing your evolution as a strategic leader with a clear vision and proactive approach. With us, you will:



Transition from uncertainty to clarity and from passive to proactive leadership.



Acquire tangible skills and earn accredited qualifications upon successful completion.



Gain recognition and respect from peers through classroom engagements and collaborative projects.



Shift your perspective from short-term tasks to long-term strategic visions, mastering the art of leading teams towards unified goals.

# CLIENT SATISFACTION AT MERIT ACADEMY

## Merit Academy:

### Where Leadership Transformation Begins

At Merit Academy, we don't just offer training programs; we sculpt leaders and reshape industries. We've empowered hundreds of professionals, elevating their managerial, strategic, and leadership capabilities and spearheading growth and distinction across their organisations.

**Ms Linda Purser**, the former Executive Director of the Institute of Consulting, UK, perfectly encapsulates our ethos, remarking that our team *"places partnership at the forefront, surpassing the traditional client-customer dynamic, thereby enabling the effective and impactful delivery of programs."*

Over 70 prestigious corporate clients across public and private sectors have chosen Merit Academy as their ally in transformation in the past year alone. Our courses have invigorated various professionals, from hands-on operational managers and section heads to the echelons of leadership and CEOs.

Our track record speaks volumes. The glowing feedback from our bespoke programs consistently highlights our trainers' expertise and the efficacy of our workshops. It's clear: our unyielding commitment to excellence in management and leadership training isn't just a promise, it's a proven result.



# TESTIMONIALS



▶ Watch Video

Transforming Businesses to Enrich

Client testimonials - Ominvest

1:56



## Honourable Hatem Al-Taei

Member of the State Council, And editor-in-chief of Alroya Newspaper

It was my pleasure to participate in the “Strategic Assessment Workshop” delivered by the capable strategic expert; *Abbas Al Humaid*. Thanks to its high scientific content, transparent methodology, and exciting teaching style *Abbas* adopted with skill and mastery, it was of great benefit. He has proven his impressive ability to combine his deep knowledge of the modern global management sciences with his solid understanding of Islamic thoughts. This workshop is rich by all standards, is suitable for different ages and groups, and emphasises the joy of science and learning and the benefit of national competencies capable of giving without limits and with all professionalism.



## Ahmed Al Farsi

Ex Director-General of Administrative and Financial Affairs, The Ministry of Endowments & Religious Affairs

We felt the full benefit, and this was reflected in the development of our capabilities and skills in the field of management and strategic planning, which led to the development and proficiency of work in the Ministry and its affiliated departments.







## Shakir Al Hammouda

Director of Training, The Diwan of Royal Court

I want to thank dear brother/Abbas Al Hamid for giving us a management and leadership skills system with a deep strategic dimension, which had a significant role in completing my master's study in training competencies in 2011. I am grateful and appreciative to the management of the institution for its tremendous effort in the professionalism of education systems in dealing with the knowledge and skill sides, working according to methodologies related to institutions and developing them.



## Adil H Al Lawati

CMgr, CEO, RMS, Insurance Brokers, Oman

I can say that this program has opened my eyes to the natural science of management and leadership and structured my way of thinking about how to go about it. It taught me how to gather information, analyse the data, and then use that analysis to make decisions and implement them. So, it helped me make the right decisions, execute the strategies and plans set by top management, lead my team, and encourage them to work with me and support me in achieving the process. How to set a vision and mission? That was a big question in my mind, and the program has given me the answer and know-how about it..





## Hussain Al Lawati

CMgr, CEO Creative Soul Group

Whether when I was in a variety of jobs and a variety of corporate roles on the senior management levels or when I was running my own business as an entrepreneur, *Abbas* gave me the opportunity and the edge to convey this information to the circles around me, whether that is youngsters' new generations, SMEs from a leadership perspective and also from as I said theories in the commercial world.



## Dr Wissam Steitie

CEO of Manchester Innovation and Technology Academy

I learned from the program how to manage my team, how to change the behaviour of my team, and also the most important thing, how to do strategic planning, strategic analysis, and design the goals, objectives and KPIs, the visions and missions, and how to measure the success of your strategy. The most important thing is change management.





## Mr Eric McCleigh

x-Head of Institutional Development,  
The Zubair Corporation

The Zubair Corporation has participated in the “Level 5 Diploma in Management and Leadership” program as part of its employee development program. The feedback from the participants regarding the program content and the way the program was delivered was excellent. They felt trained and motivated in a very professional and helpful manner. They have been involved in a range of practical business projects as part of the program. Overall, the program has contributed significantly to their professional development.



## Saeed bin Juma Al Darmaki

The Director of Human Resources  
Development Department, Ministry of  
Tourism (formerly)

The “Executive Diploma in Strategic Management and Leadership” program was an essential addition to the director general who participated in the program. What distinguishes this program is its focus on the practical aspects, enabling them to apply the latest management practices in their work, which is reflected positively in raising the level of performance of the Ministry’s work in general. We thank you for the high professional level shown by your highly qualified instructors and team.



## SAMPLE OF OUR PROFESSIONAL ACHIEVEMENTS

Our commitment to unparalleled excellence has been lauded globally.

A snapshot of our accolades includes:

- Pioneers in excellence, Merit Academy was the first in the Middle East to earn the “Recognized Practice” and “Premier Practice” awards from the UK Institute of Management Consultancy in 2007. In 2008, we made history as the first training institution outside the UK to be recognised as a “Chartered Manager Integration (CMI) Centre.”
- In 2007, we uniquely positioned ourselves as the only international institute certified to offer the CMI Level 7 Management and Leadership postgraduate diploma in a non-English medium, opening the doors for numerous managers and CEOs to acquire the esteemed CMgr title.
- Our unwavering dedication was celebrated in 2009 with the “Most Outstanding Centre” Award in London by the UK Institute of Management Consultancy, saluting our unparalleled contributions to advancing skills and learning.
- **Ms Linda Purser**, former Institute of Consulting Institute, UK Executive Director, commends our team:  
*“The team is well known for promoting high-quality standards in consulting, so I am delighted that their excellent approach is now receiving recognition. The team has continuously strived to deliver customer service that focuses more on the partnership than it does the typical client-customer relationship, enabling them to deliver programmes effectively and with maximum impact. We applaud this approach and the team’s passion and determination to succeed.”*
- Durham University, a globally revered institution, heralded our Level 7 Diploma as “high-quality” training in 2010.

# UNIQUE SELLING PROPOSITION & CMI ENDORSEMENT

Embark on a transformative and personalized educational journey with Merit Academy



## Customized Learning Experience

Designed with your success in mind, our programs are tailored to align with individual learning styles and professional backgrounds, ensuring an engaging and fulfilling learning experience.



## Career Empowerment

Unlock unprecedented opportunities for career advancement and professional development by acquiring invaluable skills sought after by top corporations worldwide.



## Expert-Led Practical Instruction

Learn from industry leaders delivering practical, impactful lessons, readying you for immediate application in today's dynamic business landscape.



### CMI Accreditation & Recognition

Earn qualifications accredited by the prestigious Chartered Management Institute (CMI), a recognized hallmark of excellence in leadership and management, enhancing your global professional stature.



### Exclusive Resources & Networking Opportunities

Gain access to premium resources and a complimentary one-year CMI membership, opening doors to extended learning and networking with industry professionals.



### Flexible Delivery Options

Choose from various study modes and language options (Arabic and English) to best suit your lifestyle and preferences, facilitating a seamless learning experience.



**Step confidently into a future where personalized learning meets career empowerment and international recognition, all under the esteemed endorsement of CMI. With Merit Academy, you're not just educated, you're transformed into a strategic leader ready to navigate and conquer today's corporate challenges. With Merit Academy, your experience goes beyond mere education, you become a strategic leader equipped to handle and conquer today's business challenges.**

# OUR ASSESSMENT & EVALUATION APPROACH

Embark on a rewarding learning journey underpinned by a meticulous and transparent evaluation process:



## Holistic Assessments

Each unit introduces unique challenges, with assessments crafted to measure your mastery holistically.



## Transparent Evaluation

A detailed assessment blueprint ensures clarity and precision in evaluating every aspect of your learning journey.



## Recognition of Excellence

With our «Pass/Refer» grading and external moderation, your hard work and dedication are acknowledged and celebrated, motivating you through your acquisition of new skills and knowledge.

# INVESTMENT & VALUE

Invest in a future of leadership  
and success:



## Future-Proof Investment

Our accredited courses and diplomas are not merely educational programs but gateways to a lifetime of leadership success and opportunities.



## Flexible Options & Special Pricing

With various study options and limited-time special prices, receive invaluable education accessible and tailored to your needs.



# LIMITED TIME OFFER

Seize the opportunity for quality learning:



## Exclusive Discounts

Enroll today to benefit from our exclusive, time-sensitive discounted prices.



## Quality Learning, Limited Seats

With restricted enrolments, we ensure a focused and interactive learning environment. Act now and secure your spot!

# YOUR STRATEGIC LEADERSHIP JOURNEY AWAITS

Step into leadership excellence with Merit Academy:

## Easy Enrollment

With just a few clicks, embark on a hassle-free journey towards leadership mastery.



**ENROLL NOW**

## Support Team

Have queries? Our dedicated support team is here to assist you every step of the way.



**CONTACT US**

## Custom Corporate Solutions

Schedule a consultation with our Management Training Program Consultant for specialised or exclusive corporate sessions.



**CONTACT US**



**Invest in your future with Merit Academy, where strategic leadership education meets real-world application, and embark on a transformative learning and leadership journey today!**

# Section 2



EMPOWERING THROUGH  
EDUCATION:  
E-BOOKS BY MERIT  
ACADEMY

A **FREE GIFT** for  
Aspiring Leaders

## MERIT ACADEMY CHAMPIONS THE TRANSFORMATIVE POWER OF KNOWLEDGE.

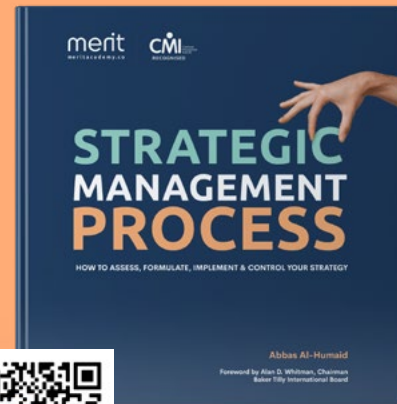
We offer a curated selection of our most impactful books for free download. We believe that every professional, regardless of their access to training programs, should have the tools to light up their future and pave the way for growth.

This is our gift for you. Download Now and Embark on Your Path to Excellence with Merit Academy.

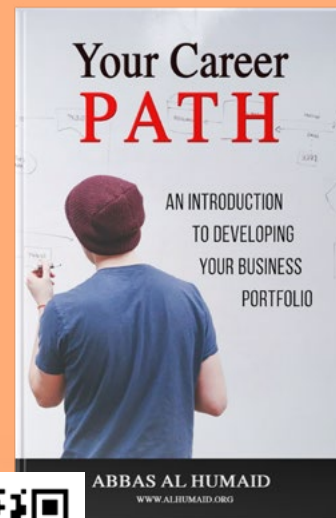
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**Download**

# Section 3

## EXECUTIVE DIPLOMA IN STRATEGIC MANAGEMENT MASTERY

Mastering Strategic Leadership  
for Tomorrow's Leaders



ENROLL NOW



# THE PURPOSE OF THE DIPLOMA

The primary aim of this diploma is to transform participants into proficient strategic management consultants and leaders capable of conceptualizing, planning, and executing complex strategies seamlessly.

By diving deep into a 12-step strategic management model segmented across four phases, strategic assessment, strategy formulation, strategy implementation, and strategic oversight.

This program enables learners to convert strategic frameworks into actionable plans. It goes beyond theoretical learning, focusing on real-world application through hands-on assignments, case studies, and peer discussions.



# WHO IS THIS DIPLOMA FOR?



## Mid-to-Senior Level Managers

Those responsible for strategic decision-making and looking to advance their skill sets.



## C-Level Executives

CEOs, COOs, CTOs, and other C-suite individuals aiming to integrate comprehensive strategic models into organizational operations.



## Business Consultants

Professionals who guide businesses in strategic planning and implementation.



### **Entrepreneurs**

Those aiming to solidify their startup or established business through structured strategic planning and execution.



### **Project Managers**

Individuals overseeing large, complex projects that require intricate strategic foresight.



### **Change Management Professionals**

Those focused on organizational change who want to incorporate strategic planning into their toolkit.



### **Non-Profit Leaders**

Executives in non-profit organizations who aim to apply business-like strategic discipline to achieve their mission.



### **Strategic Planners**

Individuals specifically tasked with strategic planning within an organization.



### **Academics in Business and Management**

Educators and researchers looking for an in-depth understanding and practical perspective on strategic management.



# PROGRAMME STRUCTURE

The primary aim of this program is to cultivate individuals into proficient strategic management consultants and professionals. This is achieved through the meticulous exploration of four key components:

## 1. In-depth Exploration of Strategic Concepts:

We extensively discuss strategic principles, tools, and procedures. The classroom environment is utilized as an interactive platform for practical learning.

## 2. Real-Life Case Studies:

To ensure concrete understanding, students are encouraged to apply the discussed strategic concepts and tools to real-world scenarios within the classroom.

## 3. Hands-On Assignments:

The participants are tasked to implement the learned concepts and tools within an organization of their choice. This is integral to the learning process, bridging the gap between theory and practice.

## 4. Interactive Discussion of Assignment Outcomes:

Participants present their assignment results in an open classroom forum, which fosters a vibrant exchange of ideas, constructive criticism, and feedback from peers. This component comprises:

- **Presentation of Findings:**

Students must prepare a professional presentation detailing their findings and providing evidence-based results and recommendations.

- **Personal Video Summary:**

Participants record a concise video summarizing their project. This video is uploaded to the program's digital platform for broader exposure and feedback.

- **Classroom Debate:**

A rigorous professional discussion ensues among the participants. They present and defend their findings, tackle questions, address critiques, and incorporate diverse viewpoints. This process enhances the depth of intellectual debate and understanding.

- **Advanced Research and Analysis**

We allocate ample time for in-depth research, comprehensive analysis, presentation preparation, and professional discussions. We emphasize that credible sources and relevant evidence should support all analyses and recommendations.

The program's curriculum thoroughly covers a strategic management model of twelve processes. These processes are segmented into seven independent units for a streamlined learning experience.

02

Identify strengths and weaknesses to achieve the strategic intent

01

Define organization's strategic vision, mission, values, and strategic themes

03

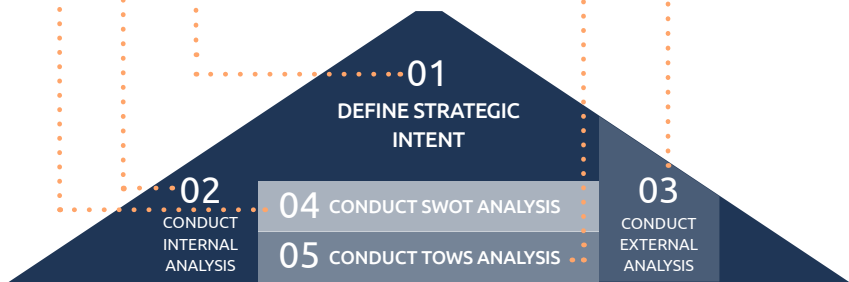
Identify opportunities and threats to achieve the strategic intent

04

Summarizes strategic analyzes & identify strengths, weaknesses, opportunities, and threats

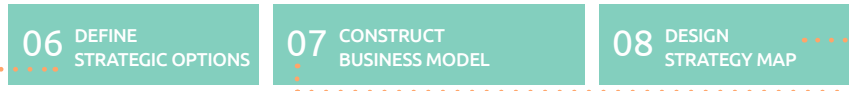
05

Matches SWOT elements to identify strategic options to achieve the strategic intent



06

Defining & develop strategic options in an organized and systematic manner



07

Turns strategic options into a practical, coherent, clear, and well-defined framework



09

Via detailing the strategy map, to build balanced scorecards for the organization, and its departments

08

A simple graphic that shows a logical, cause-and-effect connection between strategic objectives

10

The organization, and its environment, must be centered around its strategy

12

Performance appraisal is an ongoing process, so that strategic and operational adjustments can be made on a timely basis

11

Hire strong strategic leadership to lead the strategic management processes



# STUDY OPTIONS AND PRICES

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>Strategic Mastery Doctorate Diploma</b> (Delivered in Arabic & English)	<b>\$17,000</b>	<b>\$12,000</b>					
<b>Strategic Management And Strategic Intent</b>						13	54
Lectures, tutorials, class activities and case studies	\$1,000	\$600	4	3/3/24	6/3/24		
Assignments (Case studies) discussion in the classroom	\$1,000	\$600	5	14/4/24	18/4/24		
Assessment	\$1,000	\$1,000					
<b>Strategic Analysis</b>						47	156
Lectures, tutorials, class activities and case studies	\$2,500	\$1,500	10	21/4/24	2/5/24		
Assignments (Case studies) discussion in the classroom	\$2,700	\$1,700	15	26/5/24	13/6/24		
Assessment	\$2,600	\$2,600					
<b>Strategic Formulation</b>						30	108
Lectures, tutorials, class activities and case studies	\$1,500	\$900	5	23/6/24	27/6/24		
Assignments (Case studies) discussion in the classroom	\$2,100	\$1,300	10	8/9/24	19/9/24		
Assessment	\$1,800	\$1,800					
<b>Strategic Implementation and Operational Plan</b>						25	60
Lectures, tutorials, class activities and case studies	\$900	\$600	3	22/9/24	24/9/24		
Assignments (Case studies) discussion in the classroom	\$1,200	\$900	5	6/10/24	10/10/24		
Assessment	\$1,000	\$1,000					
<b>Managing Organisational Environment and Structure</b>						18	72
Lectures, tutorials, class activities and case studies	\$1,500	\$900	5	13/10/24	18/10/24		
Assignments (Case studies) discussion in the classroom	\$900	\$600	5	3/11/24	7/11/24		
Assessment	\$1,200	\$1,200					
<b>Strategic Leadership and Change Management</b>						12	48
Lectures, tutorials, class activities and case studies	\$1,000	\$600	4	10/11/24	13/11/24		
Assignments (Case studies) discussion in the classroom	\$600	\$500	4	24/11/24	27/11/24		
Assessment	\$1,000	\$1,000					
<b>Strategic Control and Monitoring</b>						12	42
Lectures, tutorials, class activities and case studies	\$500	\$400	2	1/12/24	2/12/24		
Assignments (Case studies) discussion in the classroom	\$700	\$400	4	15/12/24	18/12/24		
Assessment	\$700	\$700					

# 1

## STRATEGIC MANAGEMENT AND STRATEGIC INTENT



### OBJECTIVE

Understand and Appreciate the Fundamentals of Strategic Management and Strategic Intent: Gain a comprehensive understanding of the foundational principles of strategic management and strategic intent. This includes learning about the strategic management process, the role of strategic intent in guiding organizational direction, and the interplay between strategic planning, execution, and assessment.

The objective is to equip students with the essential knowledge and analytical skills to comprehend and effectively respond to strategic challenges in a business environment.



### LEARNING OUTCOMES

- Demonstrate a comprehensive understanding of general frameworks of strategic management.
- Develop the ability to formulate the strategic intent of an organisation or project.



Total Guided Learning Hours (GLH)

**54 Hours**



Total Classroom Hours

**12 Hours**



Assignment

**24 Hours**



Assignment Review and Discussion in the Classroom

**18 Hours**

# 2

## STRATEGIC ANALYSIS



### OBJECTIVES

1. To gain a comprehensive understanding of strategic analysis concepts and methodologies, including but not limited to PESTEL Analysis, Porter's Five-Forces, SWOT Analysis, and Value Chain Analysis.
2. To develop the skills necessary for robust strategic analysis, focusing on critical thinking, data interpretation, and strategic decision-making.
3. Understand the interplay between an organisation's strategy, external environment, and internal capabilities and resources.
4. To appreciate the role of strategic analysis in informing the development and implementation of successful business strategies.
5. To apply theoretical knowledge in a practical setting through case studies and real-world scenarios, thus enhancing problem-solving abilities in a strategic context.
6. To effectively communicate the results of a strategic analysis, in both written and verbal formats, to various stakeholders, including management, colleagues, and clients.



### LEARNING OUTCOMES

- Comprehensively understand strategic analysis tools and methodologies.
- Conduct internal strategic analysis and assess the impact of the internal environment on strategic decision-making.
- Conduct external strategic analysis and assess the impact of the external environment on strategic decision-making.
- To Convert the strategic analysis findings into strategic options using SWOT and TOWS matrices.
- Demonstrate a comprehensive understanding of effective techniques for sharing analysis outcomes with team members, recognizing the importance of communication in strategic management.



Total Classroom Hours

**30 Hours**



Assignment

**78 Hours**



Assignment Review and Discussion in the Classroom

**48 Hours**



Total Guided Learning Hours (GLH)

**156 Hours**

# 3

## STRATEGIC FORMULATION



### OBJECTIVE

To understand and apply strategic business models in real-world scenarios, acquire proficiency in developing business canvas models that succinctly capture an organization's value proposition, customer segments, channels, customer relationships, key activities, key resources, key partners, cost structure, and revenue streams.

Additionally, to design and interpret strategy maps visually representing an organization's strategic objectives and the causal relationships between them, aligning these objectives with the business canvas model to foster an effective strategic plan.



### LEARNING OUTCOMES

- Implement strategic business models, turning the TOWS matrix into clearly defined strategic options.
- Design the business canvas model for an organisation that stems from its strategic options.
- Design a strategy map based on its business canvas model and strategic options.



Total Guided Learning Hours (GLH)

**108 Hours**



Total Classroom Hours

**18 Hours**



Assignment

**54 Hours**



Assignment Review and Discussion in the Classroom

**36 Hours**

# 4

# STRATEGIC IMPLEMENTATION AND OPERATIONAL PLAN



## OBJECTIVES

1. **Understanding Operational Planning:** Acquire an in-depth understanding of the key concepts, methodologies, and tools in operational planning, including its role in executing strategic initiatives.
2. **Balanced Scorecard Mastery:** Master using the Balanced Scorecard approach for operational planning and strategic implementation. Under-stand how this tool aligns daily operations with strategic objectives.
3. **Strategy to Action:** Develop the ability to translate strategic objectives into operational actions and tasks, ensuring alignment between strategy and implementation.
4. **Performance Measures:** Learn how to establish, track, and analyze performance measures based on the Balanced Scorecard to assess the success of the operational plan and its alignment with strategic goals.
5. **Stakeholder Engagement:** Understand the importance of stakeholder engagement in the operational planning and strategic implementation process and develop strategies to involve key stakeholders effectively.
6. **Formulating Annual Operational Plan:** Gain the skills needed to create a comprehensive annual operational work plan using a Balanced Scorecard approach, ensuring it effectively supports the organisation’s strategic direction.
7. **Effective Implementation:** Learn the principles and best practices of effectively implementing the operational plan while monitoring and adjusting it based on performance measures and changing circumstances.



## LEARNING OUTCOMES

- **Develop and Exhibit Profound Knowledge of Strategic Implementation:** Master and exhibit an in-depth understanding of the underpinning principles, methodologies, and techniques of strategic implementation, considering different business environments, organizational structures, and industry-specific challenges.
- **Formulate a Comprehensive Annual Operational Plan:** Design and construct a comprehensive annual operational plan using a Balanced Scorecard approach. This should apply to a wide range of organizational settings, both profit and non-profit, and should incorporate considerations for the effective deployment of re-sources, risk management, and aligning operational objectives with strategic goals.



Total Classroom Hours

**8 Hours**



Assignment

**32 Hours**



Assignment Review and Discussion in the Classroom

**20 Hours**



Total Guided Learning Hours (GLH)

**60 Hours**

# 5

## MANAGING ORGANISATIONAL ENVIRONMENT AND STRUCTURE



### OBJECTIVE

To attain proficiency in managing organizational structure and culture, understanding their implications on strategic and operational plans, and developing the ability to apply risk management principles and maintain organizational agility in dynamic business environments.

The aim is to enhance students' comprehension of these crucial aspects of strategic management and improve their practical skills in these areas for effective strategic execution.



### LEARNING OUTCOMES

- Gain an in-depth understanding of the effective management of the organisational structure, demonstrating the capability to align it with strategic and operational plans to achieve business goals.
- Develop and demonstrate the competence to integrate risk management principles within strategic planning processes, acknowledging their role in mitigating potential organisational threats.
- Understand and apply concepts of organisational culture management, underlining its pivotal role in strategic execution and the overall performance of an organisation.
- Acquire a comprehensive understanding of organisational agility and flexibility, recognizing their impact on an organisation's ability to adapt and respond to dynamic business environments.



Total Classroom Hours

**18 Hours**



Assignment

**36 Hours**



Assignment Review and Discussion in the Classroom

**18 Hours**



Total Guided Learning Hours (GLH)

**72 Hours**



# 6

## STRATEGIC LEADERSHIP AND CHANGE MANAGEMENT



### OBJECTIVE

To develop the capacity to lead strategic initiatives effectively and manage organizational change processes through a comprehensive understanding of strategic leadership principles and change management strategies.

This unit aims to equip students with the skills to drive organisational success, implement effective change, and foster continuous learning within an organisation to align with strategic objectives and enhance overall performance.



### LEARNING OUTCOMES

- Demonstrate leveraging strategic leadership capabilities to drive organisational success and facilitate strategic change.
- Develop and implement effective change management strategies that align with and support achieving organisational goals.
- Exhibit proficiency in managing employee training and development initiatives, focusing on continuous learning in meeting strategic objectives.



Total Guided Learning Hours (GLH)

**48 Hours**



Total Classroom Hours

**12 Hours**



Assignment

**24 Hours**



Assignment Review and Discussion in the Classroom

**12 Hours**

# 7

## STRATEGIC CONTROL AND MONITORING



### OBJECTIVE

To enhance the understanding and application of strategic control and monitoring processes for organizational performance optimization



Total Classroom Hours

**6 Hours**



Assignment

**24 Hours**



Assignment Review and Discussion in the Classroom

**12 Hours**



Total Guided Learning Hours (GLH)

**42 Hours**



### LEARNING OUTCOMES

- Understand and critically analyze the role, nature, and procedures of strategic control and monitoring in the context of organizational performance.
- Develop an in-depth understanding of accountability mechanisms, strategies for identifying and managing business impediments, and various progress measurement and reporting methodologies.
- Demonstrate competence in managing strategic control and monitoring processes, employing suitable methodologies and technologies.

# Section 4

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**CMI** EXECUTIVE  
DIPLOMA IN STRATEGIC  
MANAGEMENT AND  
LEADERSHIP  
PRACTICE



ENROLL NOW

# THE PURPOSE OF THE DIPLOMA

The Diploma stands as a beacon for ambitious individuals poised to reshape the future of leadership and management.

Crafted meticulously, this qualification aims to cultivate leaders equipped with not only the requisite knowledge but also the dynamic skills and unwavering ethics essential for steering organizations towards unparalleled success.

This diploma isn't just about acquiring a title, it's about embarking on a transformative journey of continual growth, fostering innovation, and creating lasting impact in the realm of senior management and leadership. Embrace the challenge; shape tomorrow.



# WHO IS THIS DIPLOMA FOR?

This distinguished diploma is curated for a select group of senior-level executives and thought leaders who are the movers, shakers, and trailblazers of the corporate world.

- **Senior Managers:**  
Elevate your leadership acumen to the next level, gain the insights and tools to scale greater heights, and prepare for senior leadership roles.
- **Regional Managers:**  
Bolster your strategic oversight, develop innovative strategies to drive growth and sustainability, and position yourself for global leadership.
- **Specialist Managers:**  
Leverage your domain expertise, develop strategic depth, and amplify your impact as a leader in your field.
- **Directors:**  
Command the vast sectors of your organization with strategic acumen, develop and implement breakthrough initiatives, and position yourself for the C-suite.
- **CEOs:**  
Navigate the challenges and opportunities of the business landscape with strategic foresight, illuminate future possibilities, and craft a legacy of transformative leadership.

In summation, this diploma is a beacon for those who not only aim to lead but to transform. It caters to a spectrum of senior-level executives and thought leaders passionate about refining their strategy, enhancing their leadership, and leaving a lasting impact on the business landscape.

# OUR UPCOMING PUBLIC COURSES

## 4 OF 22 COURSES

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>CMI Executive Diploma in Strategic Management and Leadership Practice</b>	<b>\$7,500</b>	<b>\$4,500</b>				<b>37</b>	<b>128</b>
Complete all four courses below to earn the diploma, or take any course individually							
<b>Leading and Developing People to Optimise Performance</b>						10	34
Lectures, tutorials, class activities and case studies	\$1,500	\$800	3	21/4/24	23/4/24		
Assessment	\$500	\$500					
<b>Developing Organisational Strategy</b>						9	30
Lectures, tutorials, class activities and case studies	\$1,500	\$800	3	19/5/24	21/5/24		
Assessment	\$500	\$500					
<b>Finance for Strategic Leaders</b>						9	32
Lectures, tutorials, class activities and case studies	\$1,500	\$800	3	15/9/24	17/9/24		
Assessment	\$500	\$500					
<b>Entrepreneurial Practice</b>						9	32
Lectures, tutorials, class activities and case studies	\$900	\$600	3	20/10/24	22/10/24		
Assessment	\$1,000	\$1,000					

# 1

## LEADING & DEVELOPING PEOPLE TO OPTIMISE PERFORMANCE

#

Unit  
Number

702



Credits

10

Total  
Unit Time

100

Guided  
learning hours

34



### OBJECTIVES

The aim of this unit is for leaders to develop an in-depth understanding of how to effectively lead and develop people. They will explore the influence and impact of leadership theories, culture, wellbeing, development and design, policy and strategy that can be used creatively within the leadership role. Ultimately, leaders will have the opportunity to propose a leadership and development strategy. The aim of which values people whilst optimising an organisation's performance.



Guideline Word Count

4000 - 4500



### LEARNING OUTCOMES

- Understand the principles for leading and developing people
- Understand leadership and development strategy

## 2

# DEVELOPING ORGANISATIONAL STRATEGY



Unit Number

704



Credits

9



Total Unit Time

90



Guided learning hours

30



## OBJECTIVES

The aim of this unit is to enable leaders to know how to develop and influence an organisation's strategic direction through the development of a meaningful strategy. To support this outcome, leaders will critique the factors which drive the development of organisational strategy and appraise approaches to successfully develop strategy. The unit culminates in leaders developing an organisational strategy to achieve a business goal. To complement this activity, leaders will propose an approach to implement and monitor the strategy developed to ensure its sustained success.



Guideline Word Count

3500 - 4000



## LEARNING OUTCOMES

- Understand how to develop strategy
- Know how to develop strategy



# 3

## FINANCE FOR STRATEGIC LEADERS

#

Unit Number

706



Credits

9



Total Unit Time

90



Guided learning hours

32



### OBJECTIVES

The aim of this unit is to provide leaders with an understanding of the scope, complexity and role of Finance within an organisational context. Leaders will know how to critically assess methods for analysing financial data and information required to make strategic decisions. Ultimately, the aim of this unit is to equip leaders to be more confident in their understanding of the Finance function.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the scope of the Finance function within an organisational context
- Understand the role of Finance in strategic decision making

# 4

## ENTREPRENEURIAL PRACTICE

#

Unit Number

711



Credits

9



Total Unit Time

90



Guided learning hours

32



### OBJECTIVES

The aim of this unit is to enable leaders to explore the principles of entrepreneurial practice, understand the different contexts in which entrepreneurship can flourish and the characteristics of entrepreneurial leadership.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand entrepreneurship in strategic contexts
- Understand the principles of entrepreneurial practice

# OTHER 18 OF 22 COURSES AVAILABLE FOR GROUPS

UNIT Number	Course Title	CRD	TUT	GLH
<b>CMI Executive Diploma in Strategic Management and Leadership Practice</b>				
701	Strategic Leadership	11	110	36
703	Collaboration and Partnerships	7	70	18
705	Leading Strategic Change	8	80	24
707	Organisational Design and Development	8	80	26
708	Strategic Risk Management	8	80	24
709	Strategic Management of Data and Information	8	80	24
710	Marketing Strategy	8	80	30
712	Strategic Management Project	10	100	24
713	Applied Research for Strategic Leaders	7	70	18
714	Personal and Professional Development for Strategic Leaders	9	90	24
715	Strategic Approaches to Equality Diversity and Inclusion	8	80	24
716	Strategic Approaches to Mental Health and Wellbeing	7	70	18
607	Procurement, Purchasing and Contracting	6	60	21
608	Strategic Corporate Social Responsibility and Sustainability	6	60	20
609	Leading Quality Management	7	70	25
610	Principles and Practices of Policy Development	6	60	20
612	Coaching Skills for Leaders	7	70	15
614	Principles and Practices of Ethical Decision Making	6	60	18



For more details, scan the QR code or email us at: [contact@meritacademy.co](mailto:contact@meritacademy.co)

# 5

## STRATEGIC LEADERSHIP



Unit Number

701



Credits

11



Total Unit Time

110



Guided learning hours

36



### OBJECTIVES

The aim of this unit is to equip leaders with an in-depth understanding of strategic leadership within an organisational context. Leaders will explore the complexities of the role and the theoretical perspectives, approaches, behaviours and skills which can enhance their professional practice. The unit focuses on the leader's ability to respond creatively to complex organisational challenges and understand how to set and deliver sustainable strategic goals.



Guideline Word Count

4000 - 4500



### LEARNING OUTCOMES

- Understand the role and context for strategic leadership
- Understand the behaviours and skills for strategic leadership

# 6

## COLLABORATION AND PARTNERSHIPS



Unit Number

703



Credits

7



Total Unit Time

70



Guided learning hours

18



### OBJECTIVES

The aim of the unit is for leaders to understand collaborative and partnership arrangements. Leaders will critically assess the scope and value of these, as well as evaluating the impact of organisational and legal frameworks on how these arrangements are delivered. The unit culminates in the requirement for the leader to present a rationale for collaboration or partnerships to further an organisation's success.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the role of collaboration and partnerships
- Know how collaboration and partnerships further organisational success

## 7

# LEADING STRATEGIC CHANGE

#

Unit Number

705



Credits

8



Total Unit Time

80



Guided learning hours

24



## OBJECTIVES

The aim of this unit is for leaders to understand the scope, context and complexity of leading strategic change. Leaders will understand how the application of analytical techniques, theories and models of change, and creative problem-solving can be used to equip them to lead strategic change with confidence. The unit culminates in giving leaders the opportunity to develop a proposal to lead a strategic change.



Guideline Word Count

4000 - 4500



## LEARNING OUTCOMES

- Understand the scope and context of strategic change
- Know how to propose a strategy for leading strategic change

# 8

## ORGANISATIONAL DESIGN AND DEVELOPMENT



Unit Number

707



Credits

8



Total Unit Time

80



Guided learning hours

26



### OBJECTIVES

The aim of this unit is to enable leaders to understand the relationship between organisational design and development and the achievement of strategic objectives. Leaders will understand the impact of current and emerging factors which influence the need for agile and adaptive organisations. On successful completion of this unit, leaders will be able to develop a proposal for sustainable organisational design and development to respond to current and emerging needs.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand organisational design and development
- Understand how to apply the principles of organisational design and development

# 9

## STRATEGIC RISK MANAGEMENT

#

Unit Number

708



Credits

8



Total Unit Time

80



Guided learning hours

24



### OBJECTIVES

The aim of this unit is for leaders to develop an in-depth understanding of strategic risk management. Leaders will critically appraise strategic risk within an organisational context. They will assess strategies for risk management and the leadership skills to lead risk initiatives successfully. Ultimately, leaders will be given the opportunity to develop a framework to deliver a risk strategy in an organisational context.



Guideline Word Count

4000 - 4500



### LEARNING OUTCOMES

- Understand strategies for managing risk
- Know how to develop risk management strategies



# 10

## STRATEGIC MANAGEMENT OF DATA AND INFORMATION

#

Unit Number

709



Credits

8



Total Unit Time

80



Guided learning hours

24



### OBJECTIVES

The aims of this unit are for leaders to see strategic management of data and information as an opportunity rather than a challenge. Leaders will understand the strategic value and use of data and information and will critique strategies for its effective management. The unit culminates in the opportunity to develop a strategy to improve the use of data and information in a strategic organisational context.



Guideline Word Count

3000 - 3500



### LEARNING OUTCOMES

- Understand the strategic management of data and information

# 11

## MARKETING STRATEGY

#

Unit Number

710



Credits

8



Total Unit Time

80



Guided learning hours

30



### OBJECTIVES

The aim of this unit is to enable leaders to understand the context in which a marketing strategy is developed. Leaders will appraise theoretical frameworks and processes which inform strategic marketing. They will have the opportunity to reflect on the interrelationship between marketing and an organisation's strategic aims along with the opportunities and impact of digital marketing. Ultimately, leaders will consider how to develop a marketing strategy, which will enable organisational success.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the context in which a marketing strategy is developed
- Know how to develop a marketing strategy

# 12

## STRATEGIC MANAGEMENT PROJECT



Unit Number

712



Credits

10



Total Unit Time

100



Guided learning hours

24



### OBJECTIVES

The aim of this unit is for leaders to undertake a strategic management project of their own choosing. To achieve this outcome leaders will develop a business case, propose research design to inform the project's direction and recommend project management methods and tools to structure the delivery of the project. Leaders will report on project outcomes and reflect on the skills and behaviours which ultimately influence the success of the strategic management project.



Guideline Word Count

4000 - 4500



### LEARNING OUTCOMES

- Know how to develop a strategic management project
- Know how to conduct a strategic management project

# 13

## APPLIED RESEARCH FOR STRATEGIC LEADERS

#

Unit Number

713



Credits

7



Total Unit Time

70



Guided learning hours

18



### OBJECTIVES

The aim of this unit is to enable strategic leaders to develop an evidence-based understanding of applied research methods and the ways research can be conducted scientifically, ethically and legally in an organisational context. The unit will support strategic leaders to become producers of applied research, with the ability to generate new knowledge, based on the practical challenges of the workplace. The aim is to facilitate strategic decision making, and ultimately add value to the organisation.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the research process
- Know how to develop a research proposal of strategic benefit

# 14

## PERSONAL AND PROFESSIONAL DEVELOPMENT FOR STRATEGIC LEADERS



Unit Number

714



Credits

9



Total Unit Time

90



Guided learning hours

24



### OBJECTIVES

The aim of this unit is to support leaders to understand approaches to personal and professional development. Leaders will critically reflect on the interrelationship between the skillset and mindset to develop as a strategic leader. Vitally leaders will reflect on their own personal, interpersonal and professional competencies and behaviours to lead strategically. The opportunity for leaders to reflect on their own performance will equip them to develop a meaningful personal and professional development plan.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand approaches for personal and professional development
- Know how to develop as a strategic leader through personal and professional development

## 15

# STRATEGIC APPROACHES TO EQUALITY DIVERSITY AND INCLUSION

#

Unit  
Number

715



Credits

8

Total  
Unit Time

80

Guided  
learning hours

24



## OBJECTIVES

The aim of this unit is to enable leaders to develop an in-depth understanding of equality, diversity and inclusion at a strategic level. Leaders will have the opportunity to critically assess structural inequality within an organisational and societal context. They will discuss approaches to comply with legal and good practice requirements and to appraise the influence of equality, diversity and inclusion on strategic objectives. The unit culminates in leaders being given the opportunity to develop strategic priorities for equality, diversity and inclusion.



Guideline Word Count

3500 - 4000



## LEARNING OUTCOMES

- Understand equality, diversity and inclusion at a strategic level
- Know how to develop strategic priorities for equality, diversity and inclusion

# 16

## STRATEGIC APPROACHES TO MENTAL HEALTH AND WELLBEING

#

Unit Number

716



Credits

7



Total Unit Time

70



Guided learning hours

18



### OBJECTIVES

The aim of the unit is for leaders to understand the impact of mental health and wellbeing on organisational performance. Leaders will critically assess the complexities of managing wellbeing and will appraise contemporary approaches for the creation of healthy work systems. The unit culminates in leaders being given the opportunity to propose a series of recommendations to create and sustain a positive culture of mental health and wellbeing within an organisational context.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the impact of managing mental health and wellbeing on organisational performance
- Know how to develop a culture of mental health and wellbeing

**17**

# PROCUREMENT, PURCHASING AND CONTRACTING

#

Unit Number

**607**

Credits

**6**

Total Unit Time

**60**

Guided learning hours

**21**

## OBJECTIVES

The aim of this unit is for managers and leaders to realise business objectives through competent, ethical and professional contracting, purchasing and procurement practices.



Guideline Word Count

**3500 - 4000**

## LEARNING OUTCOMES

- Understand the principles of procurement, purchasing and contracting within organisational contexts
- Know how to apply the principles of procurement, purchasing and contracting to achieve an operational requirement



18

# STRATEGIC CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

#

Unit Number

608



Credits

6



Total Unit Time

60



Guided learning hours

20



## OBJECTIVES

The aim of this unit is to enable professional managers and leaders to understand CSR and sustainability in an organisational context. They will assess the enablers, constraints and barriers to its success, present a case for organisational engagement, identify approaches for its implementation and ultimately, identify strategies to gain ongoing stakeholder commitment.



Guideline Word Count

3000 - 3500



## LEARNING OUTCOMES

- Understand corporate social responsibility and sustainability in organisational contexts
- Know how corporate social responsibility and sustainability is applied in an organisational setting

# 19

## LEADING QUALITY MANAGEMENT



Unit Number

609



Credits

7



Total Unit Time

70



Guided learning hours

25



### OBJECTIVES

The aim of this unit is to enable professional managers and leaders to understand the rationale and approaches to quality management. Critically, the unit focuses on how quality and continuous improvement can be instilled into all aspects of working practice.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the factors which influence organisational approaches to quality management
- Know how to lead quality management to achieve strategic objectives

20

## PRINCIPLES AND PRACTICES OF POLICY DEVELOPMENT

#

Unit  
Number

610



Credits

6



Total  
Unit Time

60



Guided  
learning hours

20



### OBJECTIVES

The aim of the unit is to enable professional managers and leaders to take a fresh look at the role policy plays within an organisation, know how policy can be developed and ultimately, cascaded successfully to its intended audience.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the context in which a policy is developed
- Know how to develop, implement and evaluate policy

# 21

## COACHING SKILLS FOR LEADERS



Unit Number

612



Credits

7



Total Unit Time

70



Guided learning hours

15



### OBJECTIVES

A key part of this unit is for leaders to critically reflect on their own ability to coach individuals and identify opportunities for improvement. In order to achieve this, learners will need to use coaching skills in their leadership practice.



Guideline Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the benefits, types and application of coaching used by leaders
- Know the skills, techniques and approaches required by leaders to coach

# 22

## PRINCIPLES AND PRACTICES OF ETHICAL DECISION MAKING

#

Unit Number

614



Credits

6



Total Unit Time

60



Guided learning hours

18



### OBJECTIVES

The aim of this unit is to equip professional managers and leaders with the understanding of how to make ethical decisions in different organisational contexts.



Guideline Word Count

3000 - 3500



### LEARNING OUTCOMES

- Understand ethical decision making within organisational contexts
- Know how to make an ethical decision

# Section 5

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**CMI** DIPLOMA  
IN PROFESSIONAL  
CONSULTING



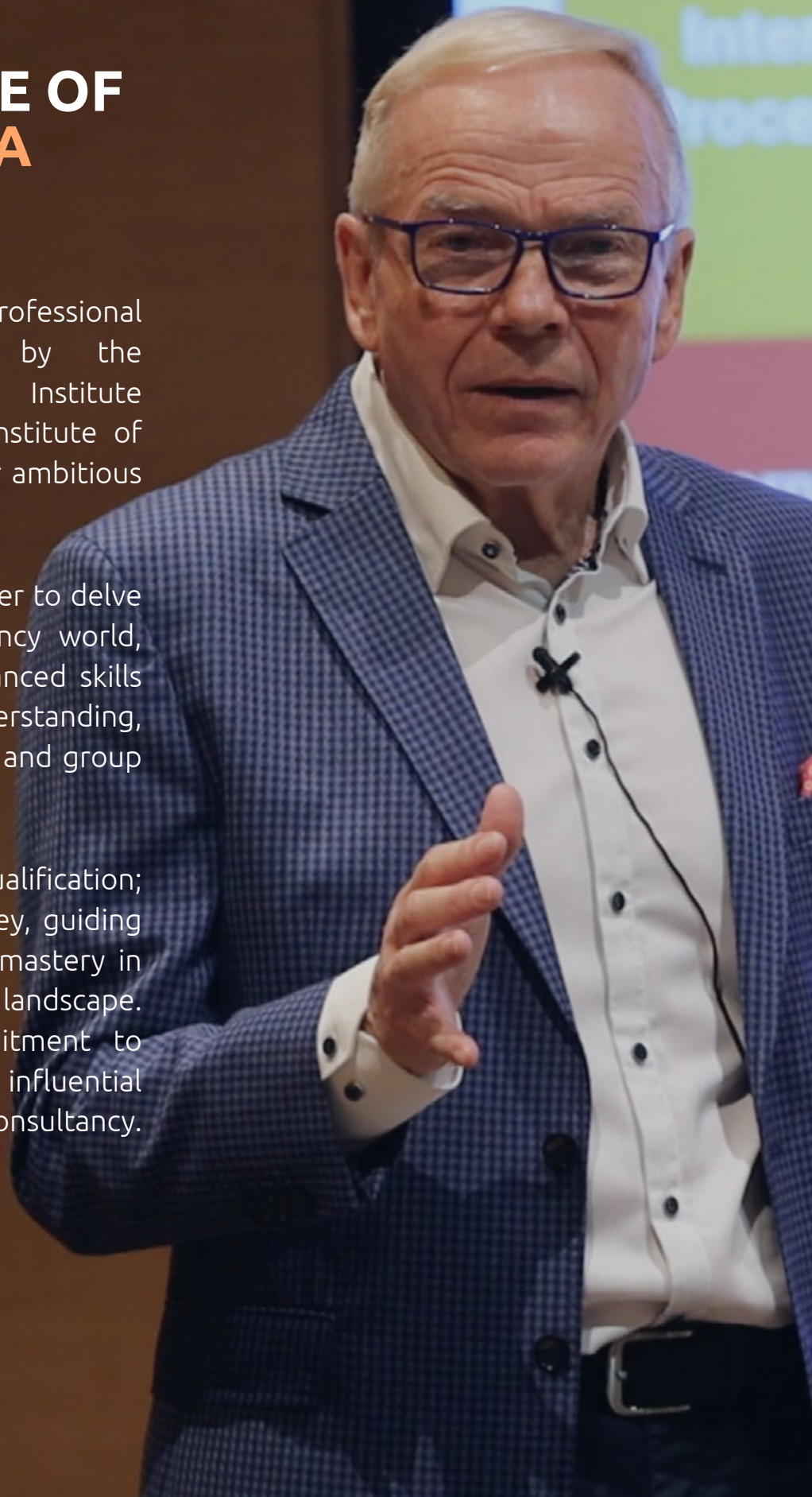
ENROLL NOW

# THE PURPOSE OF THE DIPLOMA

The CMI Diploma in Professional Consulting, developed by the Chartered Management Institute in partnership with the Institute of Consulting, is a beacon for ambitious consultants.

It's designed for those eager to delve deeper into the consultancy world, equipping them with advanced skills in organizational understanding, communication strategies, and group dynamics.

This diploma is not just a qualification; it's a transformative journey, guiding professionals to strategic mastery in an ever-evolving consulting landscape. In essence, it's a commitment to excellence, innovation, and influential leadership in the realm of consultancy.



# WHO IS THIS DIPLOMA FOR?

The CMI Diploma in Professional Consulting is a meticulously crafted program, tailored to serve a diverse range of professionals in the consulting realm. Whether you're on the cusp of your consulting journey or at its zenith, this diploma provides an elevated experience of learning and growth.

## Target Audience:

- **Emerging Consultants:**  
They are just beginning their consulting journey and are eager to establish a solid foundation.
- **Established Consultants:**  
Professionals who've been in the field looking to refine and expand their skills.
- **Strategists & Analysts:**  
Individuals keen on diving deeper into organizational culture, structure, and transformative strategies.
- **Business Leaders:**  
Leaders aiming to integrate consulting techniques into their management approach for enhanced results.
- **Change Agents:**  
Those focused on influencing positive organizational change and driving innovation.
- **Aspiring Industry Trailblazers:**  
Individuals looking to lead, inspire, and set new standards in the consulting world.

Harness the power of comprehensive knowledge and tools tailored to your needs, and embark on a journey to reshape the future of consulting with the CMI Diploma in Professional Consulting.



# UPCOMING PUBLIC COURSES

## 6 OF 10 COURSES

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>CMI Diploma in Professional Consulting</b>	<b>\$7,500</b>	<b>\$4,500</b>				<b>46</b>	<b>195</b>
Complete all six courses below to earn the diploma, or take any course individually							
<b>Introduction to consulting essentials</b>						8	30
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	16/4/24	18/4/24		
Assessment	\$400	\$400					
<b>Planning and managing consultancy interventions</b>						8	35
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	12/5/24	14/5/24		
Assessment	\$400	\$400					
<b>The role and responsibilities of a consultant</b>						6	25
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	3/9/24	5/9/24		
Assessment	\$400	\$400					
<b>The client relationship</b>						8	35
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	1/10/24	3/10/24		
Assessment	\$400	\$400					
<b>Communication for consultants</b>						7	30
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	3/11/24	5/11/24		
Assessment	\$400	\$400					
<b>Problem solving, tools and techniques for consultants</b>						9	40
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	8/12/24	10/12/24		
Assessment	\$400	\$400					

**1**

# INTRODUCTION TO CONSULTING ESSENTIALS

#

Unit  
Number**5029**

Credits

**8**Total  
Unit Time**80**Guided  
learning hours**30**

## OBJECTIVES

This unit is aimed at those who wish to gain an understanding of the role of a consultant. It identifies the importance of professionalism and client engagement.



## LEARNING OUTCOMES

- Understand the nature of consulting
- Be able to prepare for professional personal development as a consultant
- Know how to communicate effectively with clients

## 2

# PLANNING AND MANAGING CONSULTANCY INTERVENTIONS

#

Unit  
Number

5030



Credits

8



Total  
Unit Time

80



Guided  
learning hours

35



## OBJECTIVES

This unit is about understanding the stages of the consultancy cycle and how to manage interventions effectively.



## LEARNING OUTCOMES

- Understand the need to adopt a structured approach to managing consultancy interventions
- Be able to use project management techniques in a consultancy intervention
- Know how to conduct a consultancy intervention

# 3

## THE ROLE AND RESPONSIBILITIES OF A CONSULTANT

#

Unit Number

5031



Credits

6



Total Unit Time

60



Guided learning hours

25



### OBJECTIVES

This unit is about the role of the consultant and the behaviours, skills and attributes required.



### LEARNING OUTCOMES

- Understand the role of the consultant
- Be able to assess current competencies, knowledge and behaviours against those required of a management consultant
- Know how to behave in a professional and ethical manner

# 4

## THE CLIENT RELATIONSHIP

#

Unit Number

5032



Credits

8



Total Unit Time

80



Guided learning hours

35



### OBJECTIVES

This unit is about understanding how a client/consultant relationship is forged and developed in a positive way and the skills required of a consultant in order to gain the trust of clients.



### LEARNING OUTCOMES

- Understand the importance of the client/consultant relationship
- Be able to develop and manage the client relationship
- Be able to use negotiation and influencing skills in the client/consultant relationship

# 5

## COMMUNICATION FOR CONSULTANTS

#

Unit Number

5033



Credits

7



Total Unit Time

70



Guided learning hours

30



### OBJECTIVES

This unit demonstrates the skills required of a management consultant using verbal and non-verbal communication methods.



### LEARNING OUTCOMES

- Understand the importance of communication
- Be able to run effective meetings with clients
- Be able to present information, findings, conclusions and recommendations to clients

# 6

## PROBLEM SOLVING TOOLS AND TECHNIQUES FOR CONSULTANTS

#

Unit Number

5034



Credits

9



Total Unit Time

90



Guided learning hours

40



### OBJECTIVES

This unit is about the tools and techniques used by a consultant to select and analyse data and information and to formulate findings and alternative courses of action for the client.



### LEARNING OUTCOMES

- Understand how to identify the client need
- Understand data collection methods and confidentiality in a consultancy intervention
- Be able to apply analysis tools within consultancy interventions

## OTHER 4 OF 10 COURSES AVAILABLE FOR GROUPS

UNIT Number	Course Title	CRD	TUT	GLH
<b>CMI Diploma in Professional Consulting</b>				
5009V1	Project development and control	6	20	60
5017V1	Coaching practice and theory	6	45	60
5019V1	Management of action learning	6	45	60
6003V1	Planning the change process	7	25	70



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# 7

## PROJECT DEVELOPMENT AND CONTROL

#

Unit Number

5009V1



Credits

6



Total Unit Time

60



Guided learning hours

20



### OBJECTIVES

This unit is about understanding projects, developing project plans and management strategies, and ensuring projects achieve objectives with targets.



### LEARNING OUTCOMES

- Be able to identify the components of project stages and lifecycle
- Understand project methodologies and their application
- Be able to develop a project plan, identify and mitigate risks
- Be able to construct a monitor and review strategy

# 8

## COACHING PRACTICE AND THEORY

#

Unit Number

5017V1



Credits

6



Total Unit Time

60



Guided learning hours

45



### OBJECTIVES

The unit is about the development of effective tools and techniques, relationships and interventions to facilitate coaching within the organisation.



### LEARNING OUTCOMES

- Understand the tools and techniques used in coaching practice
- Understand the need to develop relationships to support coaching practice
- Understand guidelines and protocols for intervention and the need to develop coaching interventions to meet organisational requirements

## 9

## MANAGEMENT OF ACTION LEARNING

#

Unit Number

**5019V1**

Credits

**6**

Total Unit Time

**60**

Guided learning hours

**45**

### OBJECTIVES

This unit is about the management of action learning in the development of individuals and organisational objectives.



### LEARNING OUTCOMES

- Understand the practice and operation of action learning against organisational objectives
- Be able to facilitate learning through action learning
- Understand the impact of action learning on organisational objectives

# 10

## PLANNING A CHANGE PROCESS

#

Unit  
Number**6003V1**

Credits

**7**Total  
Unit Time**70**Guided  
learning hours**25**

### OBJECTIVES

This unit is about identifying opportunities for change, modelling the change process and managing the change to produce expected outcomes.



### LEARNING OUTCOMES

- Understand the forces for change in an organisation
- Be able to assess the impact of the change process
- Be able to plan the change process

# Section 6

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**CMI'S PROFESSIONAL  
DIPLOMA IN MANAGEMENT  
AND LEADERSHIP**



**ENROLL NOW**

# THE PURPOSE OF THE DIPLOMA

Leadership is the beacon guiding teams to success in the complex business world.

Our Professional Diploma in Management and Leadership is more than a qualification, it's a transformative compass for seasoned and aspiring leaders.

This program empowers participants to:



## Lead with Vision

Align teams with the overarching organizational strategy, ensuring collective growth and success.



## Drive Operational Excellence

Create robust operational plans, manage pivotal projects, and adapt to change with agility and foresight.



### **Nurture & Innovate**

Foster a culture of continuous improvement and innovation by identifying novel business approaches, managing quality, and ensuring the growth of teams and individuals.



### **Financial & Resource Acumen**

Master the intricacies of managing finance and resources, which is pivotal for any business venture's long-term sustainability and success.



**The essence of this diploma goes beyond traditional learning. It's about instilling a mindset, fostering a passion, and igniting the drive to manage and lead with distinction in an ever-changing business landscape.**

# WHO IS THIS DIPLOMA FOR?

In the dynamic landscape of modern business, leadership demands versatility, vision, and the ability to drive results.

Our Professional Diploma in Management and Leadership has been meticulously crafted for those individuals who are either already charting a path in managerial roles or aspire to ascend to such positions in the near future.

## Whether you are:

- **An Operations Manager**  
Spearheading systematic functions and aiming for seamless day-to-day operational success,
- **A Divisional Manager**  
Striving for excellence across various business segments and keen on aligning multiple teams with the organization's goals,
- **A Departmental Manager**  
who is the critical link between strategy and execution, ensuring departmental objectives are met and exceeded,
- **A Regional Manager**  
overseeing larger territories, aiming to foster a cohesive brand and operational experience across diverse geographies or
- **A Specialist Manager**  
with a deep focus on a specific domain, eager to implement best practices and innovate within your field,

This diploma is your gateway to broadening your managerial horizons, refining your skills, and embracing cutting-edge methodologies. Grounded in practicality and enriched by extensive research, our program will equip you with tools and insights to enhance your leadership journey. Become a part of a transformative experience and set new benchmarks in managerial excellence.



A photograph of a desk with a small potted plant and a certificate. The plant is in a white pot and sits on a wooden surface. The certificate is on a grey textured background and has the word 'Certificate' written on it in a large, black, sans-serif font. The certificate is partially cut off on the right side.

## ENSURING RELEVANCE AND RIGOR IN OUR DIPLOMA PROGRAMS

Extensive research has been undertaken to ensure that these qualifications reflect the tasks and activities of managers in the aforementioned roles in the workplace. Sources of information include, but are not limited to:

- Comparability to national management qualifications.
- 21st Century Leaders Paper.
- A review of the roles and responsibilities of managers sourced from a range of UK companies.
- Analysis of Apprenticeship Standards for Operations/ Departmental Manager ST0385/01.
- Stakeholder consultation.

# UPCOMING PUBLIC COURSES

## 6 OF 21 COURSES

Course Title	Price (Muscat)	Price (Live Virtual)	Days	Period		Credit Points	GLH
				From	To		
<b>CMI's Professional Diploma In Management And Leadership</b>	<b>\$7,500</b>	<b>\$4,500</b>				<b>42</b>	<b>166</b>
Complete all seven courses below to earn the diploma, or take any course individually							
<b>Creating and Delivering Operational Plans</b>						6	22
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	10/3/24	12/3/24		
Assessment	\$400	\$400					
<b>Principles of Developing, Managing and Leading Individuals and Teams to Achieve Success</b>						6	27
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	28/4/24	30/4/24		
Assessment	\$400	\$400					
<b>Principles of Management and Leadership in an Organisational Context</b>						7	25
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	26/5/24	28/5/24		
Assessment	\$400	\$400					
<b>Managing Projects to Achieve Results</b>						6	24
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	8/9/24	10/9/24		
Assessment	\$400	\$400					
<b>Managing Risk</b>						6	23
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	6/10/24	8/10/24		
Assessment	\$400	\$400					
<b>Principles of Marketing Products and Services</b>						6	23
Lectures, tutorials, class activities and case studies	\$1,200	\$700	3	10/11/24	12/11/24		
Assessment	\$400	\$400					

# 1

## CREATING AND DELIVERING OPERATIONAL PLANS



Credits

6



Guided learning hours

22



Assessment Word Count

2500 - 3000



### OBJECTIVES

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

## 2

# PRINCIPLES OF DEVELOPING, MANAGING AND LEADING INDIVIDUALS AND TEAMS TO ACHIEVE SUCCESS



## OBJECTIVES

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 multi-disciplinary). 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.



Credits

6



Guided learning hours

27



Assessment Word Count

3500 - 4000



## 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

# 3

## PRINCIPLES OF MANAGEMENT AND LEADERSHIP IN AN ORGANISATIONAL CONTEXT



Credits

7



Guided learning hours

25



Assessment Word Count

3500 - 4000



### OBJECTIVES

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 organisations 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

# 4

## MANAGING PROJECTS TO ACHIEVE RESULTS



Credits

6



Guided learning hours

24



Assessment Word Count

3500 - 4000



### OBJECTIVES

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

# 5

## MANAGING RISK



Credits

6



Guided learning hours

23



Assessment Word Count

3500 - 4000



### OBJECTIVES

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

# 6

## PRINCIPLES OF MARKETING PRODUCTS AND SERVICES



### OBJECTIVES

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.



Credits

6



Guided learning hours

23



Assessment Word Count

3500 - 4000



### 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



# OTHER 15 OF 21 COURSES AVAILABLE FOR GROUPS

Course Title	CRD	GLH	Assessment word count
<b>CMI's Professional Diploma In Management And Leadership</b>			
Managing Performance	5	25	3000 - 3500
Principles of Innovation	5	23	3500 - 4000
Managing Change	5	19	3500 - 4000
Managing Conflict	5	17	2500 - 3000
Principles of Leadership Practice	8	30	3500 - 4000
Forming Successful Teams	4	17	3500 - 4000
Principles of Developing a Skilled and Talented Workforce	4	16	3500 - 4000
Conducting a Management Project	10	30	4500 - 5000
Planning, Procuring and Managing Resources	6	24	4500 - 5000
Managing Quality and Continuous Improvement	6	22	4000 - 4500
Managing Finance	6	22	3000 - 3500
Using Data and Information for Decision Making	5	26	3500 - 4000
Principles of Recruiting, Selecting and Retaining Talent	5	21	3500 - 4000
Workforce Planning	4	16	2500 - 3000
Managing the Customer Experience	5	22	3500 - 4000



For more details, scan the QR code or email us at: [contact@meritacademy.co](mailto:contact@meritacademy.co)

# 7

## MANAGING PERFORMANCE



Credits

5



Guided learning hours

25



Assessment Word Count

3000 - 3500



### OBJECTIVES

Managing the performance of staff is essential to the smooth running of an organisation.

This unit evaluates the reasons for managing performance and the approaches that can be used. It explores methods of rewarding the performance of individuals who exceed expectations, and analyses ways of managing under performance in a professional and supportive manner. This unit focuses on the way performance management, when used effectively, is able to impact on individual and organisational achievement.



### LEARNING OUTCOMES

- Understand the rationale for managing performance within organisations
- Understand frameworks, diagnostic and evaluation tools used for performance management
- Know how to manage performance

# 8

## PRINCIPLES OF INNOVATION



Credits

5



Guided learning hours

23



Assessment Word Count

3500 - 4000



### OBJECTIVES

Innovation has the power to transform organisations, teams and individual performance. When a culture of innovation and entrepreneurship thrives, new ideas and initiatives flourish.

This unit has been designed to enable learners to identify opportunities for innovation in the workplace (which may be in the form of new working practices, processes, new products or services), analyse the rationale for developing initiatives and know how to turn ideas into reality.



### LEARNING OUTCOMES

- Understand the role of innovation within organisations
- Understand the process of managing innovation in an organisation

# 9

## MANAGING CHANGE



Credits

5



Guided learning hours

19



Assessment Word Count

3500 - 4000



### OBJECTIVES

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

# 10

## MANAGING CONFLICT



Credits

5



Guided learning hours

17



Assessment Word Count

2500 - 3000



### OBJECTIVES

Managing conflict takes resilience. It requires the ability to evaluate complex information, make evidence based judgements and act professionally within the bounds of organisational and legal frameworks.

This unit is designed to equip the learner with strategies to manage conflict with confidence, find creative solutions and make difficult decisions.



### LEARNING OUTCOMES

- Understand the types, causes, stages and impact of conflict within organisations
- Understand how to investigate conflict situations in the workplace
- Understand approaches, techniques, knowledge, skills and behaviours for managing conflict

# 11

## PRINCIPLES OF LEADERSHIP PRACTICE



Credits

8



Guided learning hours

30



Assessment Word Count

3500 - 4000



### OBJECTIVES

The aim of this unit is to develop managers' understanding of ethical leadership and the impact of culture and values on leadership.

Managers will examine leadership models and the concept of empowerment, with consideration of techniques and methods for leading others.



### LEARNING OUTCOMES

- Understand leadership practice in an organisation
- Understand leadership styles
- Understand the impact of leadership within organisations

# 12

## FORMING SUCCESSFUL TEAMS



Credits

4



Guided learning hours

17



Assessment Word Count

3500 - 4000



### OBJECTIVES

Teams play a vital role in enabling organisations to achieve their goals. This unit focuses on the purpose and characteristics of successful teams.

Learners will review theoretical and practical approaches to team formation; and be able to analyse, and respond to challenges which occur when new teams are formed proactively.



### LEARNING OUTCOMES

- Understand the purpose and characteristics of successful teams
- Understand approaches to team formation
- Know how to analyse and respond to the challenges of team formation
- Know how to evaluate the performance of a newly formed team

# 13

## PRINCIPLES OF DEVELOPING A SKILLED AND TALENTED WORKFORCE



### OBJECTIVES

Having a skilled and talented workforce is fundamental if an organisation is to succeed. As the responsibility for individual and team development becomes increasingly devolved to managers, it is essential they have the knowledge, skills and capabilities to ensure development needs are successfully met.

This unit has been designed to enable the learner to understand the role of the manager in workforce development, and the scope and purpose of development activities. They will also have the opportunity to explore innovative approaches for delivering workforce development and how well-chosen learning and development activities can contribute to a talent management strategy.



Credits

4



Guided learning hours

16



Assessment Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the benefits of developing a skilled and talented workforce
- Understand the factors which influence workforce development
- Understand the scope of learning and development as part of a workforce development strategy
- Know how to measure the impact of workforce development.



# 14

## CONDUCTING A MANAGEMENT PROJECT



### OBJECTIVES

Research into approaches to management and leadership can lead to dynamic results. Innovation, product development, performance improvement, change, customer service excellence, strategy and problem solving are just some of the results. Without research business can stagnate.

The aim of the unit is for the learner to conduct management research which will have an impact on organisational practice. It is expected that learners will plan and manage a genuine project in the workplace or an academic enquiry relevant to an identified business need or challenge.



Credits

10



Guided  
learning hours

30



Assessment Word Count

4500 - 5000



### LEARNING OUTCOMES

- Know how to plan a management project
- Be able to conduct a management project
- Understand the value of reflective practice to inform personal and professional development
- Know how to apply reflective practise to inform personal and professional development

## 15

## PLANNING, PROCURING AND MANAGING RESOURCES



Credits

6

Guided  
learning hours

24



Assessment Word Count

4500 - 5000



### OBJECTIVES

Inadequate resourcing can impact on the ability to achieve objectives; whilst being over resourced has financial implications.

This unit has been designed to enable managers to understand and respond to the challenge of managing and monitoring resources. Learners will understand the importance of effective and efficient resource use, identify and plan resource requirements and know how to procure resources in line with regulatory requirements.



### LEARNING OUTCOMES

- Understand the importance of effective and efficient resource use in organisations
- Know how to plan resources to meet organisational objectives
- Know how to procure resources
- Know how to monitor resource use in organisations

## 16

## MANAGING QUALITY AND CONTINUOUS IMPROVEMENT



Credits

6



Guided learning hours

22



Assessment Word Count

4000 - 4500



### OBJECTIVES

Quality may be defined as excellence, capacity, grade, worth or meeting customer expectations. Whilst the definition for quality can easily be found in a dictionary it is much harder to develop and maintain. This unit looks at the challenge of developing quality within organisations. It focuses on embedding continuous improvement into working practices.

On successful achievement of this unit learners will understand the scope and purpose of quality management, approaches, tools and techniques for managing quality and how to judge its success.



### LEARNING OUTCOMES

- Understand the scope and purpose of quality management within organisations
- Understand approaches for managing quality
- Understand the application of continuous improvement within organisations
- Know how to judge the success of quality management

# 17

## MANAGING FINANCE



### OBJECTIVES

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.



Credits

6



Guided learning hours

22



Assessment Word Count

3000 - 3500



### LEARNING OUTCOMES

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

# 18

## USING DATA AND INFORMATION FOR DECISION MAKING



### OBJECTIVES

The ability to analyse and manage data and information can lead to increased competitiveness, innovation, productivity and customer satisfaction. However, with data and information volumes increasing at unprecedented levels, the ability to interpret, use, and harness 'big data' can become an organisational challenge.

The aim of this unit is to equip learners with an understanding of the purpose and practices of interpreting, managing and presenting business data and information to inform decision making. Understand the use of data and information in decision making



Credits

5



Guided learning hours

26



Assessment Word Count

3500 - 4000



### LEARNING OUTCOMES

- Understand the use of data and information in decision making
- Be able to interpret data and information to support decision making
- Know how to present data and information used for decision making

## 19

# PRINCIPLES OF RECRUITING, SELECTING AND RETAINING TALENT



Credits

5

Guided  
learning hours

21



Assessment Word Count

3500 - 4000



## OBJECTIVES

Recruiting and selecting staff is a major challenge in a competitive market. Organisations are increasingly looking for innovative approaches to recruit individuals from the broadest talent pool.

This unit has been designed to equip learners with an understanding of the factors which impact on recruitment. They will know how to develop plans and strategies for selecting staff, and identify approaches for retaining the best of the best.



## LEARNING OUTCOMES

- Understand the factors that impact on recruitment and selection
- Know how to plan for recruitment and selection
- Understand approaches to the recruitment and selection of a diverse and talented workforce
- Understand strategies for retaining talent

20

## WORKFORCE PLANNING



Credits

4



Guided learning hours

16



Assessment Word Count

2500 - 3000



### OBJECTIVES

All organisations need a workforce with skills and behaviours that will better enable them to meet their objectives. In competitive environments, having the right people in the right place and at the right time continues to be a challenge.

The aim of this unit is to enable managers to understand the rationale for workforce planning and know how to develop a workforce plan to meet organisational objectives.



### LEARNING OUTCOMES

- Understand the rationale for workforce planning
- Understand the principles and practices of workforce planning

## 21

## MANAGING THE CUSTOMER EXPERIENCE



Credits

5



Guided learning hours

22



Assessment Word Count

3500 - 4000



### OBJECTIVES

Delivering an exceptional customer experience is a challenge which requires skill, commitment, and an in-depth understanding of customer needs.

The aim of the unit is to develop managers understanding of their role and responsibilities in managing the customer experience. Learners will develop an understanding of the key features of a customer service culture and the customer journey, which if managed effectively will impact on an organisations success.



### LEARNING OUTCOMES

- Understand the principles of managing the customer experience
- Understand the customer journey in the context of an organisation
- Know how to manage the customer experience
- Know how to monitor and measure the customer experience



# Section 7



ABOUT THE CHARTERED  
MANAGEMENT INSTITUTE,  
UK (CMI)

SHAPING GLOBAL LEADERSHIP

## A RICH LEGACY

The Chartered Management Institute (CMI) serves as a linchpin in management and leadership, providing an extensive array of resources, insights, and accreditation options for professionals committed to managerial excellence. Established in 1947 as the British Institute of Management to aid the post-war reconstruction of British industry, CMI maintains its enduring mission: elevating the calibre of global management standards. With a network exceeding 160,000 members worldwide, we continue to be pioneers in management education and thought leadership since introducing the first-ever diploma in management studies.



# JOURNEY TO CHARTERED MANAGER STATUS

## A CATALYST FOR CAREER EXCELLENCE

Achieving Chartered Manager status through CMI isn't merely about adding a title; it's a transformative experience. According to a 2019 CMI survey:



**88%** of Chartered Managers reported a boost in self-confidence.



**76%** recognized the designation as a unique competitive advantage.



**81%** witnessed refined management skills.

Such testimonials underline the power of this designation. As Komathi Nagendran of Honda Malaysia aptly said,

*"The designation will significantly aid my strategic positioning in international markets."*

### Tailored Routes to Excellence

CMI offers three distinct pathways to Chartered Manager accreditation:

- **Fast Track:**  
For those with a Level 5 CMI Diploma or higher and a minimum of three years in management.
- **Full Assessment:**  
Ideal for professionals with a degree in management or related fields and three years of managerial experience or those with five years of management experience sans a specialized degree.
- **Foundation Chartered Manager:**  
Designed for budding managers at the inception of their careers.



## MEMBERSHIP:

### A GATEWAY TO UNPARALLELED BENEFITS

Joining CMI transcends a mere subscription. Members are offered:

- Access to the expansive **ManagementDirect** portal, a reservoir of top-tier resources, from industry reports to premium content like the Harvard Business Review.
- Regular insights and thought leadership content, ensuring members are always at the forefront of industry trends.
- Unique tools such as the **Career Development Centre** and mentoring programs, all tailored to supercharge career growth.

Moreover, an incredible 94% of CMI graduates secure professional roles, underscoring the organization's palpable impact on career trajectories. Success stories, like that of Lauren Houston, who leveraged CMI's CV360 tool, or Stuart Roberts, who viewed Chartered status as a career pinnacle, showcase the tangible benefits of CMI affiliation.

## BEYOND INDIVIDUAL GROWTH

The ripple effect of CMI's programs isn't limited to individual members:



**95%** believe it validates their capability to drive organizational results.



**81%** actively use their enhanced managerial skills to lead teams and navigate change.



**78%** have witnessed increased employee engagement, thereby uplifting their entire teams.

Colleagues, too, notice the transformation. Chris Hickman of Howells Glazing remarked on the notable change in a fellow Business Development Manager post her Chartered journey, saying,

*"Tracey has seemed more focused in her approach and has shown eagerness to take on new tasks and challenges."*

## Conclusion

The **Chartered Management Institute** offers more than membership; it's a pledge to professional excellence, personal growth, and managerial mastery. Whether a seasoned manager or a fledgling professional, **CMI** presents opportunities for growth and recognition in management. Join **CMI** and spearhead your journey towards becoming a beacon of managerial excellence.

# Your Success is Our Goal



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For any further inquiries or details,  
please get in touch with us on:

+968 2456 1005

+968 9538 5151

contact@meritacademy.co

<https://merittrainings.com>