

Unit 04: Strategic Financial Management

Unit Reference Number	H/615/3242
Unit Title	Strategic Financial Management
Unit Level	7
Number of Credits	20
Assessor	
Date issued	
Hand in Date	
Unit Grading Structure	Pass
Assessment Guidance	To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes	Assessment Criteria
1. Understand the significance of strategic management and decision making to the performance of a business organisation	1.1 Apply relevant academic theories to demonstrate an understanding of various internal and external organisational factors 1.2 Evaluate business resources used to meet organisational objectives
2. Understand key financial theories	2.1 Evaluate key financial theories 2.2 Assess strategic implementation techniques using balanced scorecard and portfolio management tools
3. Be able to apply stakeholder analysis and corporate valuation techniques	3.1 Analyse the significance of stakeholder analysis 3.2 Analyse business expansion methods and their impact on stakeholders 3.3 Apply stakeholder analysis to a named business organisation 3.4 Prepare return and risk computations 3.5 Explain the concepts of corporate and business valuation techniques
4. Understand the role of culture in strategic decision making	4.1 Explain the role of culture in creating a strategy 4.2 Analyse the role of change management 4.3 Analyse the role and effect of culture on change management
5. Understand performance measurement systems	5.1 Evaluate performance measurement systems 5.2 Explain financial analysis techniques 5.3 Apply financial analysis systems and techniques to practical business problems

Strategic Financial Management

You are required to choose a business organisation with which you are familiar in order to identify the organisation's competitive strategies. In addition, you are required to identify different business organisation in a similar industry to allow for informative comparisons to be made.

You are advised to check with your tutor that your choice of business organizations is appropriate.

Tasks:

Prepare a business report, to be presented to the Directors of your chosen company. You must include the following in your business report:

1. A description of business resources used to meet organisational objectives and key performance measurement systems. (LO 1 and LO 5)
2. An application of theories to review the various internal and external organisational factors affecting your chosen organisations. (LO 1)
3. An explanation of the financial analysis techniques used by business organisations. (LO 5)
4. An application of financial analysis systems and techniques to analyse the final accounts of your chosen business organisations. You should review the Annual Reports of the two business organisations that you have studied. (LO 5)
5. An evaluation of the role of culture in strategic decision making in business organisations. (LO 4)
6. An evaluation of key financial theories. (LO 2)
7. An assessment of strategic implementation techniques using balanced scorecard and portfolio management tools. (LO 2)
8. An application of stakeholder analysis for your chosen business organisation. (LO 3)

This should include:

- a. An analysis of the significance of stakeholder analysis.
 - b. An explanation of business expansion methods and their impact on stakeholders.
 - c. An application of stakeholder analysis to a named business organisation.
 - d. Return and risk computations.
 - e. An explanation of the concepts of corporate and business valuation techniques.
9. An explanation of the concepts of corporate and business valuation techniques – you should include exemplar return and risk computations where appropriate. (LO 3)

Word Count – 4500 words