



Loughborough  
University

# Strategic Leadership

A three-year part-time Masters Programme

School of Business and Economics





# Welcome

If you are looking to develop leadership talent with an outstanding Masters programme from a leading UK business school, Loughborough is for you.

Also available as progression from the Senior Leader Apprenticeship, our MSc in Strategic Leadership is designed to equip the leaders of tomorrow with the skills and knowledge they need.

Loughborough University has substantial experience in the delivery of professional development programmes. The development of leadership talent is crucial in any sector. We will work with you to grow the specific talent needed in yours.

Consistently rated among the top-10 UK business schools by national league tables and among a small number of business schools in the world to hold AACSB, EQUIS and AMBA accreditation, at Loughborough we are dedicated to developing leaders who are ready to make a difference.



# Developing professionals

To perform well, all organisations rely on talented and well-informed executives at a number of levels to make good decisions.

With the ever-increasing pace of change it is more important than ever that firms and individual employees have the management and leadership capabilities they need to adapt to new and sometimes ambiguous scenarios. Firms that are resilient and equipped to meet current and future challenges have employees that are innovative, knowledgeable and self-assured.

Loughborough University's MSc in Strategic Leadership programme offers an ideal way to further develop and retain leadership talent within your organisation.

The programme will help organisations to retain and develop talent, build management and leadership capability and help bring an extra dimension to existing professional development.

Participants will have managerial experience at a first line or middle management level. They may have a first degree or equivalent, or have substantial work experience. The programme is suitable for candidates from all functional areas.

As emerging leaders hand-picked by their organisation, programme participants will feel empowered, valued and motivated to succeed and will form valuable networking contacts with other participants.

Both during and on completion of the programme students bring back tangible benefits for their organisation including their ability to analyse and apply value based decision making, manage ambitious, innovative projects and lead teams through strategic change whilst considering risk and governance issues. The investment made in the programme reaps tangible rewards for every participating organisation and participant.

It is deliberately challenging, designed to stretch participants and teach them how to apply management theory in practice, adapt to new scenarios and implement effective solutions. To foster success, students are supported by the University through the teaching team, a workplace tutor and a dedicated administrator. It is also required that students taking the apprenticeship route have an employer mentor (potentially their line manager) from within their own organisation.





# Alternative programme routes

*We are offering two parallel programme routes:*

The traditional  
MSc route

Senior Leader  
Apprenticeship route

We will have a single cohort made up of a combination of students following both routes.

For organisations that have candidates who work outside England or who choose not to undertake the Senior Leader Apprenticeship, the opportunity to study for a Strategic Leadership MSc by the traditional route remains.

The delivery of the apprentice route to non-levy payers is a new development this year which may be attractive to smaller firms who are eligible. For further information please go to [www.gov.uk/guidance/manage-apprenticeship-funds](http://www.gov.uk/guidance/manage-apprenticeship-funds) or contact Vicki Unwin at the School of Business and Economics on 07816 977643.

The Senior Leader Apprenticeship with progression to the Strategic Leadership MSc programme has been designed to meet the requirements of the Level 7 Apprenticeship Standard. Employers will be able to fund the cost of the Senior Leader Apprenticeship programme from their Digital Account.

As of 1st April 2021, the Levy amount available for Level 7 is £14,000, which can be used to fund the Senior Leader Apprenticeship.

The first two years, the Diploma in Strategic Leadership covers the knowledge, skills and behaviours outlined in the Senior Leader Apprenticeship Standard. Any elements that cannot be included in the taught modules and academic programme will be delivered as part of a series of workshops that are compulsory for apprentices, this will also include preparation for End Point Assessment at the end of year two.

Applicants can apply for the two-year apprenticeship programme and after End Point Assessment students can choose to graduate with their Postgraduate Diploma in Strategic Leadership or transfer on to the 3rd year of the Masters as a student on the standard MSc in Strategic Leadership programme.



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“One of the privileges of leadership is being able to witness the growth of talented colleagues. The Masters programme has provided our colleagues with the tools and behaviours that have dramatically accelerated that growth, and I have no doubt that it will be instrumental in creating the future leaders of YBS Group.”

—  
Paul Howley  
Director of Transformation, YBS Group

# Differences and details

	Traditional non-apprenticeship route	Senior Leader Apprenticeship
<b>Programme Fee</b>	£14,500 to include dual award (no vat)	£18,833 (no VAT charged)
<b>Payment</b>		The first two years fees of £14,000 are taken in monthly installment from the Apprenticeship Levy. The top up fees of £4,833 for the full Masters are paid in the third year.
<b>Additional costs</b>	Each module requires a residential stay at Loughborough University.	
<b>Degree Award</b>	MSc Strategic Leadership	
<b>On site at the University</b> Taught modules	Exactly the same for both routes, modules are delivered in blocks of three to five days. Five-day modules are split into a two and a three-day period at the University. Modules accrue the same number of credits and are assessed in the same way for both routes. The formal assessment of the MSc is through a mixture of coursework, presentations and group projects.	
<b>Additional study</b>	Up to 100 hours of self-study per module, dependent on existing knowledge.	Up to 100 hours of self-study per module, dependent on existing knowledge. Students must be able to undertake this study during their normal employed hours. It contributes to the 20% 'off-the-job training' required under any apprenticeship.

	Traditional non-apprenticeship route	Senior Leader Apprenticeship
<b>On-site at the University</b> Other mandatory requirements	None	<ul style="list-style-type: none"> <li>• One apprenticeship induction day for apprentices plus a representative from their employer</li> <li>• An estimate of two days spent on Professional Skills Development dependent on individual needs analysis</li> <li>• Up to three one-day End Point Assessment Readiness workshops in Year 2 to include: Viva training, Interview Skills and Portfolio checklist.</li> </ul>
<b>Additional mandatory requirements</b>	None	<ul style="list-style-type: none"> <li>• Individual student Needs Analysis (at Induction)</li> <li>• 360° Feedback and Personal Development Plan (at Induction)</li> <li>• Three tripartite review meetings in the first two years, between Student, Employer and University. To include one workplace visit by the University per annum. Meetings will last about 90 minutes and other than the workplace visit can be conducted via Skype or MTeams.</li> <li>• Training for Employer Mentors to include role and responsibilities.</li> <li>• Apprentices are required to spend 20% of their normal employed time undertaking 'off-the-job' training in the first two years. All activity at the University and work required to complete modules is eligible.</li> <li>• Apprentices must produce evidence of grade C or above in both Maths and English O'level/GCSE or equivalent</li> </ul>
<b>Professional skills development</b>	Participation is optional by agreement with individual students and employers.	<p>Costs are included and attendance for up to two days is mandatory if an individual's Needs Analysis shows a requirement.</p> <p>Development may include areas such as:</p> <ul style="list-style-type: none"> <li>• Presentation skills</li> <li>• Creative thinking</li> <li>• Negotiation skills</li> <li>• Networking strategies and skills</li> <li>• Advanced interpersonal skills</li> <li>• Mental and physical wellbeing</li> <li>• Delegation skills</li> <li>• Coaching and mentoring training</li> <li>• Personal power</li> <li>• Conflict management</li> </ul>

# Programme content

The first phase of the programme focuses on the delivery of the taught modules. In the second year there is a focus on preparation for the End Point Assessment for those on the Senior Leader Apprenticeship. The final year, or top-up year for those who have undertaken the apprenticeship, focuses on the delivery of the business project.

**\*\*Changes to the normal programme may be required due to the government guidance/law relating to the Covid-19 pandemic\*\***

## Year One

### Apprentices and Employer Mentor Induction Day: 19th October 2021

#### Personal Values and Effectiveness (includes induction):

3 days – 15 Credits

- Recognise your natural leadership style
- Foster more effective and ethical working relationships
- Learn vital study skills in data collection, analysis and report writing
- Plan for personal and career development over the course of the degree

#### Strategy, Governance and Risk:

3 days – 15 Credits

- How to analyse the market and identify opportunities for business
- Identifying innovative strategic options
- Planning for strategic change
- Evaluating and managing risk
- Managing stakeholder expectations
- Implementing successful strategies in a disruptive environment

#### Professional Skills Workshops -

#### Managing Organisational Resources:

5 days – 30 Credits (split in to two sessions of two and three days)

- Understand how a range of functional business areas contribute to successful organisational performance
- Analysing and interpreting financial information for better decision making
- How your role influences interaction with your team and organisational effectiveness
- How to manage performance and get the most from your team
- Analysing process effectiveness and strategic decision making

## Year Two

#### Information Management

3 days -15 Credits

- Analysing the role of information systems in a competitive environment
- Creating a competitive advantage for the business through technology value generation
- Managing IT risk and responding to legislation on data handling
- Understanding the implications of cybercrime and information security

#### Strategic Marketing

3 days – 15 Credits

- Understanding the marketing environment, concepts and techniques
- How to analyse marketing problems
- Recognising trends in organisations and consumer behaviour
- Application of marketing theory to gain advantage in your organisation's competitive arena

#### Leading and Influencing Change

5 days – 30 Credits (split into two sessions of two days and three days)

- How to lead a strategic change in an organisation
- Being resilient throughout turbulent times
- How to build innovative, agile and collaborative cultures to gain buy-in for change
- Managing conflict in times of change
- Gain confidence in presenting with impact
- How to recognise and implement a range of negotiation techniques to achieve successful outcomes
- How to utilise your personal leadership style to inspire and influence a diversity of stakeholders in a variety of situations

## Year Three

#### Business Improvement Through Innovation

3 days – 15 Credits

- A group business project demanding innovative and entrepreneurial creativity in a business situation
- Effective application of design thinking concepts to a business problem
- Utilising analytical tools to evaluate the commercial viability of potential business opportunities
- Creating a robust proposal and presenting to relevant stakeholders to gain acceptance

#### Value Focused Decision Making

3 Days 15 credits

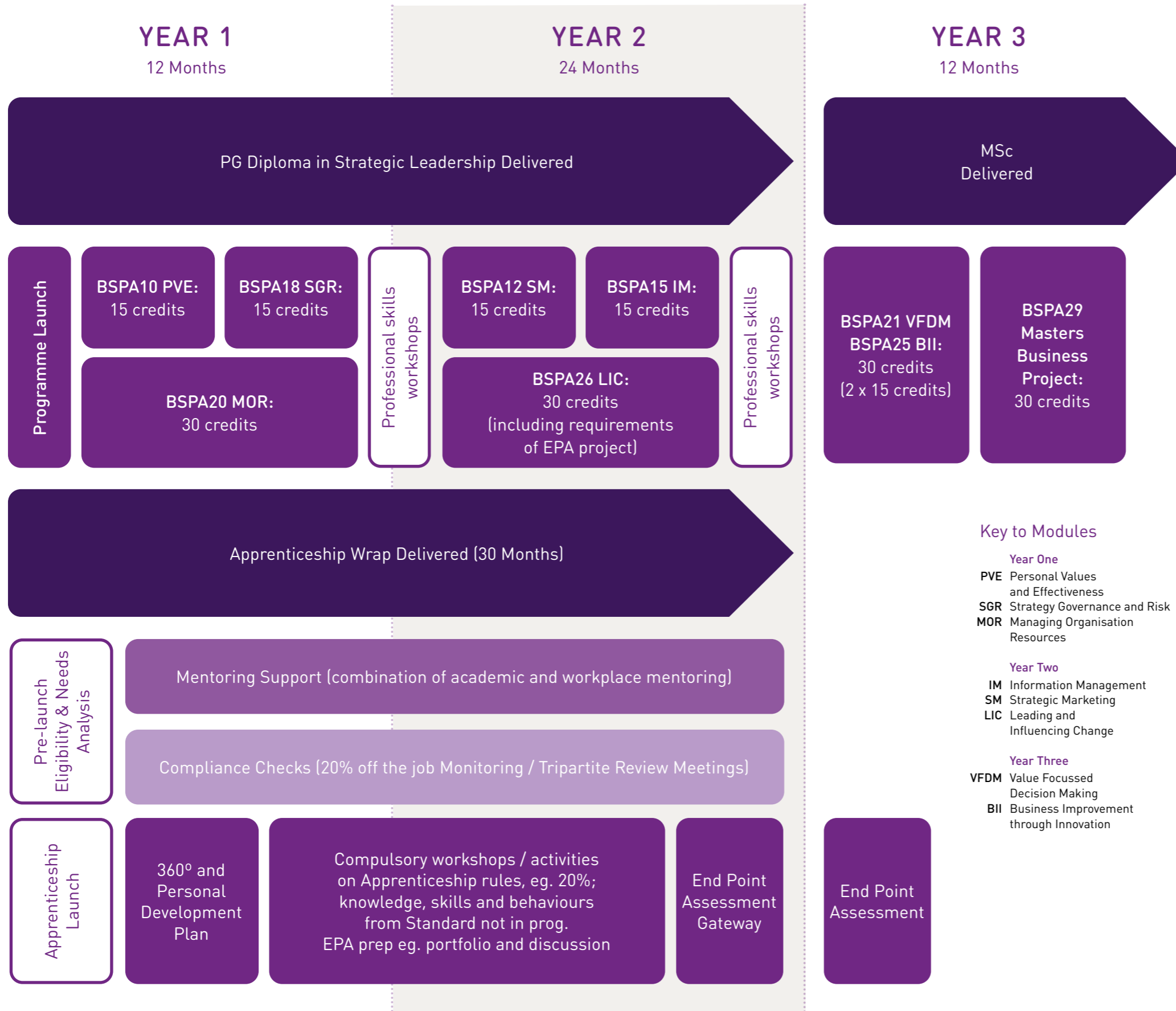
- Understand how to evaluate the role of decision framing and evaluation in relation to making individual, group and organisational choices
- Critically assess the role of leadership in guiding value-focused decision making processes
- Compare and contrast alternative-focused versus value-focused decision making
- Identify effective value-focused processes for effective decision making
- Utilise robust value-focused tools for decision framing and evaluation
- Demonstrate effective report writing.

#### Business Project

3 days – 30 credits

- This module has three days on campus but is mainly taken up with a business-relevant project. This project should address an area in your own business, implementing learning and research to create value for your organisation.

# Senior Leader Apprenticeship



## About the Senior Leader Apprenticeship

The Senior Leaders Apprenticeship Standard (level 7) focuses on delivering:

- Organisational Performance – delivering a long-term purpose
- Interpersonal Excellence - leading people and developing collaborative relationships
- Personal and Interpersonal Effectiveness

The programme will primarily deliver the knowledge and skills elements of the Apprenticeship Standard whilst the other activities, such as the professional skills development will support the development of skills and behaviours in the workplace. This provides an integrated approach to developing and demonstrating the skills, knowledge and behaviours required by the Standard.

There is also a series of supporting activities, designed to ensure achievement of the End Point Assessment. The majority of the activities are mandatory and are specific requirements of Apprenticeship delivery.

In addition to these mandatory activities, the professional development workshops, mentoring and 360° feedback are value-added activities that are not explicit within the funding rules and Standard. Students will require these to ensure they are End Point Assessment ready.

Every apprenticeship is assigned a funding band the amount the Government will fund. For this apprenticeship the funding from government is currently £14,000 (1 April 2021).

All apprentices will be required to undertake End Point Assessment before they are eligible to graduate with a University Award.





## Additional programme information

To register your organisation's interest in the programme, irrespective of route, please contact Vicki Unwin, Business Development Manager at Loughborough University, either by email at [V.E.Unwin@lboro.ac.uk](mailto:V.E.Unwin@lboro.ac.uk) or by phone: 01509 222160.

For further information about the academic programme please contact Eriko Cochrane, Programme Officer either by email at [e.cochrane2@lboro.ac.uk](mailto:e.cochrane2@lboro.ac.uk) or by phone: 01509 228824.

### Applying for a place on the programme

Closing date for applications is 31st July 2021.

For more information on the application process please go to [www.lboro.ac.uk/departments/sbe/executive-education/programmes/accredited](http://www.lboro.ac.uk/departments/sbe/executive-education/programmes/accredited)

### Application tips

#### All students

An applicant's organisation may have its own internal procedures for selection to this programme. These are separate from the University's application process, which is an online process accessed at [www.lboro.ac.uk/exec/apply](http://www.lboro.ac.uk/exec/apply).

We strongly recommend that applicants and employers read the guidance documents available on this website before starting the application process. Specific guidance is given for Executive Masters applicants and Apprenticeship applicants.

All applications must be authorised by the relevant sponsor inside the applicant's organisation. A letter on the organisation's letterhead, confirming the firm's financial support for the applicant, must be uploaded as part of the application process. This letter should clearly state which route is being applied for. The University may need to further satisfy itself of eligibility before an Apprenticeship application can proceed.

The MSc Programme is called Strategic Leadership (part-time).

### Admissions Criteria

Typically, the University would expect Masters candidates to have an undergraduate degree or a relevant professional qualification. This programme is also open to candidates who do not have a degree but who have been identified by their employer as meeting the necessary requirements. These candidates may be asked to an interview meeting with the Programme Director. This may be via Skype or MS Teams.

#### All applicants will need to provide:

- Evidence of qualifications – degree or highest-level qualification or evidence of professional qualifications. If an applicant has lost exam certificates these can be traced via: [www.gov.uk/replacement-exam-certificate](http://www.gov.uk/replacement-exam-certificate)
- Proof of change of name – if the evidence above is in a previous name
- Copy of passport
- Two references to provide evidence of experience, one of which must be from the applicants current employer

#### Apprenticeship applicants will also need to provide:

- Evidence of Maths and English qualifications at Level 2 (GCSE Grade C or above). This is a Government requirement for all apprenticeships. Once the University is satisfied that a candidate's organisation has selected the Apprenticeship route they will send applicants the following additional items for completion and upload to the application portal.
- Apprentice eligibility checklist and declaration form
- Apprentice initial needs assessment form

### Masterclasses

The School of Business and Economics runs a series of talks and masterclasses throughout the year to which all students are most welcome.

Speakers give their perspectives on topics including governance, personal development, ethics, human resource management and innovation.





### How does the 20% 'off-the-job' training work?

Those students taking the Senior Leader Apprenticeship route must spend 20% of their time undertaking off-the-job training. It is up to the employer and Loughborough University to decide how the off-the-job training is delivered. It must be directly relevant to the Apprenticeship Standard and can be delivered at the normal place of work, as long as it is not part of normal duties.

Time off-the-job includes training at Loughborough University, plus the in-work study time to complete the modules. Time also might be spent working on assignments, project work or participating in a virtual classroom session. It can cover practical training such as shadowing, mentoring and industry visits. Both the apprentice and their employer will need to provide evidence that this commitment has been met. We will help you achieve this through our apprentice monitoring arrangements.

### Contracting with Loughborough University to deliver the apprenticeship

Employers contract for services with Loughborough University for the delivery of this apprenticeship. The contract needs to include a total price for the costs of the apprenticeship training. This includes the cost of the End Point Assessment, additional activities and ongoing assessment.

The University will support with both the administration, management and mentoring by:

- Managing the HMRC Digital Service/ Gateway
- Providing a full induction programme to prepare employees and their managers for the apprenticeship journey
- Offering coaching and support throughout the programme to support employees
- Offering specific training support to managers with team members on the programme enabling them to be more effective mentors

Provided that your digital account contains sufficient funds, you will be able to draw from your Apprenticeship Levy

Digital Account per student and release the payments on a monthly basis.

For further information on the Apprenticeship Levy and Digital Accounts please go to: [www.gov.uk/guidance/manage-apprenticeship-funds](http://www.gov.uk/guidance/manage-apprenticeship-funds)

### Tripartite meetings

This is series of meetings between the University workplace tutor, the student and the employer mentor/line manager to discuss progress and flag up any additional needs. There are three meetings per year: one face to face at the student's workplace and two via Skype or MS Teams.







## General questions about the MSc

### What qualifications must candidates have?

Typically, the University would expect Masters candidates to have an undergraduate degree or a relevant professional qualification. This programme is also open to candidates who do not have a degree but who have been identified by their employer as meeting the necessary requirements. These candidates may be asked to an interview meeting with the Programme Director. This may be via Skype.

### Must students sign up for all three years?

This is a three-year Master's programme. Students who register for the first year should intend to complete the full programme. Registration for the traditional non-apprentice route is, however, undertaken each academic year. Should personal or work circumstances change, students may temporarily suspend their studies subject to University regulations.

### What do students graduate with?

At the end of a successful three-year study period, students will graduate with an MSc in Strategic Leadership from Loughborough University, plus a Level 7 accreditation in Leadership & Management CMI or ILM. If circumstances dictate that a student has to finish their studies at the end of year one, they might graduate with a Certificate in Strategic Leadership or a Diploma in Strategic Leadership after successful completion of year two.

The Apprenticeship requires completion of the full two-year programme and the End Point Assessment.

## Questions answered by current students

### What if other students have more knowledge than me?

The breadth of experience amongst students has been complementary; we have supported each other recognising different people have their own area of expertise.

### How will I manage the time commitment?

I have made the time needed with incredible support from my employer and family. Whilst demanding at times, the experience has been worth it.

### Will I struggle because I haven't done a degree before?

Academic writing proved to be an initial challenge. However, the teaching and student support has helped me develop and progress to the extent that I do not feel disadvantaged in any way by not having a previous degree.

### Will anyone help me if I am not progressing?

The support network at Loughborough is exceptional! From the standard of leadership, quality of tutoring through to admin staff, you have a real sense that everyone has the time for you and will help you overcome any hurdle.

### How much group work is involved?

On each and every module there is group work with a number of modules requiring formal group course work.

### What happens if I miss a module?

We are encouraged to attend every module. However, if for some reason one is missed we are able to complete it when the next year group studies that particular subject.



# About Loughborough University

## A top-10 UK business school

Loughborough University is consistently rated as one of the UK's top-10 UK business schools by national league tables.

It is among just a small number of business schools in the world to hold accreditation from organisations such as AACSB, EQUIS and AMBA. Accreditation from such bodies ensures that the University operates to the highest international standards and that students who graduate from the School of Business and Economics are equipped to be the leaders of tomorrow.

The University has a long-standing track record of working with organisations across all sectors. It has substantial expertise in delivering valuable and accessible leadership development programmes.

The University is very experienced in delivering programmes for working professionals, many of whom have not studied at university level before. The academic team understands the apprehension some participants feel and has a track record of helping such individuals to blossom.

The University understands that everyone has their own learning style and approach to study. As a result, it offers a variety of teaching including lectures, presentations, discussion groups, case studies, project work and web-based activities.

## A high-performance environment

Sport is part of Loughborough University's DNA. The sports ethos is all about seeing the opportunities in challenges and then having the skills to exploit them. The University aims to equip students to manage complex challenges and lead decisive, innovative change.

As part of this approach the University's sporting facilities, including the Olympic-sized swimming pool and gym are available to students and cater for all ability levels. The University library is accessible 24/7 online on and off campus. Students also have access to 'Learn' - the University's virtual learning environment.

Students will receive a student card with all the normal student discounts. Once on-campus students will find everything they need from libraries, fitness centres and coffee shops, to restaurants, bars and a doctor's surgery.

## Four-star accommodation on the Campus

When at Loughborough students stay at Burleigh Court, the University's reasonably priced on-campus hotel. Guests can enjoy the restaurant, bar, spa, swimming pool, gym and secure free parking.

## An easily accessible location

The School of Business and Economics, Loughborough University, Loughborough, LE11 3TU

### The University is easily accessible by air, rail or road:

Just 20 minutes from East Midlands Airport, 50 minutes from Birmingham Airport and 90 minutes from both Luton and Manchester Airports.

On the East Midlands line from London St Pancras. The Campus is a ten-minute taxi ride or a 40-minute walk away from Loughborough station. There is also a reasonably priced bus that runs directly from the station to the Campus.

Via junction 23 of the M1.  
Satnav postcode: LE11 3TU



This brochure is as accurate as possible at the time of going to press (April 2021). Annual updates to the course structure and module details may be made however, as outlined in [www.lboro.ac.uk/study/terms-conditions](http://www.lboro.ac.uk/study/terms-conditions)





## Contact Us

### General enquires

School of Business and Economics  
Loughborough University  
Leicestershire, LE11 3TU

### Programme Director, MSc in Strategic Leadership

Dr Amanda Harrington  
T: +44 (0)1509 228280 E: A.Harrington@lboro.ac.uk

### Business Development Manager

Vicki Unwin  
T: +44 (0)1509 222160 E: V.E.Unwin@lboro.ac.uk

[www.lboro.ac.uk/exec](http://www.lboro.ac.uk/exec)

