



STRATEGIC LEADERSHIP, ENTREPRENEURSHIP AND INTRAPRENEURSHIP

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Strategic Leadership, Entrepreneurship and Intrapreneurship

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
1.0 Understand the nature of strategic leadership	1.1 Explain the meaning of strategic leadership 1.2 Examine the characteristics of effective strategic leadership 1.3 Analyse the charismatic and architectural roles of strategic leadership 1.4 Distinguish between management and leadership 1.4.1 Describe the implications of the following: <ul style="list-style-type: none"> - Leadership without management - Management without leadership - Leadership with management 1.5 Explain supporting with relevant examples the meaning of symbolic leadership 1.5.1 Examine the significance of symbolic leadership to leading and motivating employees 1.6 Give an account on the following aspects of strategic leadership: <ul style="list-style-type: none"> - Strategic vision - Pragmatism - Structures and policies - Culture - Communications network - Governance and management - Change management 1.7 Describe the characteristics of the following leadership styles: <ul style="list-style-type: none"> - Analytical style - Financial engineering style - Human resources style - Operational tactical style - Public relations style

<p>2.0 Understand the nature of entrepreneurship</p>	<ul style="list-style-type: none"> - Aspirational visionary style <p>1.8 Explore the qualities and skills for effective leadership</p> <p>1.9 Discuss the requirements for successful leadership:</p> <ul style="list-style-type: none"> - Judgement - Drive - Influence <p>2.1 Explain the meaning of entrepreneurship</p> <p>2.2 Examine the relationship between entrepreneurship and the business development paths (i.e. business failure, business growing as a typical small business , business experiencing intrapreneurial growth, business experiencing more visionary growth)</p> <p>2.3 Establish the relationship between entrepreneurship and the E-V-R congruence</p> <p>2.4 Explore the benefits and drawbacks of entrepreneurship</p> <p>2.4.1 Examine how to avoid pitfalls in entrepreneurship</p> <p>2.5 Explore the significance of a business plan to an entrepreneur</p> <p>2.5.1 Analyse the elements of a business plan</p> <p>2.5.2 Describe what lenders and investors look for in a business plan</p> <p>2.6 Discuss how to design a competitive business model and build a solid strategic plan</p> <p>2.6.1 Examine how competitive advantage can be built</p> <p>2.6.2 Evaluate the strategic management process</p> <p>2.7 Evaluate the contribution of feasibility analysis to the success of entrepreneurship</p> <p>2.8 Examine the sources of financing for a business (i.e. equity capital versus debt capital)</p> <p>2.9 Identify the criteria that are found in successful entrepreneurial</p>
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<p>3.0 Understand key issues relating to intrapreneurship</p>	<p>organizations</p> <p>3.1 Explain the meaning of intrapreneurship</p> <p>3.1.1 Differentiate between entrepreneurship and intrapreneurship</p> <p>3.2 Discuss the process of intrapreneurship</p> <p>3.3 Examine the factors that have potential to hinder intrapreneurship in an organization</p> <p>3.4 Explore the characteristics of an intrapreneurial organization</p> <p>3.5 Evaluate the benefits of promoting intrapreneurship in a firm</p>
<p>4.0 Understand the nature of visionary leadership</p>	<p>4.1 Explain what is meant by visionary leadership</p> <p>4.1.1 Identify the characteristics of a visionary leader</p> <p>4.2 Describe who narcissistic leaders are and examine their influence on the success of intrapreneurship</p> <p>4.3 Identify the typical strategic leadership misjudgements and explore how they can be avoided</p>
<p>5.0 Understand the factors that contribute to leadership and corporate failure</p>	<p>5.1 Describe the characteristics of corporate failure</p> <p>5.2 Examine the main causes of corporate failure</p> <p>5.3 Evaluate the strategic leader's role in avoiding corporate failure</p>

Recommended learning resources

Indicative reading	<p>Thompson et al 2005. Strategic Management; Awareness and Change 5th Edition: Thompson Learning, London ISBN 978-1-844480-083-4</p> <p><u>Further reading</u> Fred R. David 2006. Strategic Management; Concepts and Cases: Prentice Hall ISBN 978-0131869493</p>
Learning Aid	<ul style="list-style-type: none">• A comprehensive IPED study material is available to aid in learning and research of this unit.• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.