

Programme Specification¹ 2026-27

Certificate in Strategic Business and Management

Programme title	<i>Strategic Business and Management</i>
Name of final award	<i>Certificate</i>
Awarding Body	<i>University of Cambridge</i>
Teaching institution	<i>University Of Cambridge, Professional and Continuing Education</i>
PSRB/Accreditation details and date the course was last accredited	<i>None</i>
UCAS code	<i>None</i>
HECoS code(s)	<i>None</i>
ATAS code	
<u>Relevant QAA benchmark statement(s)</u>	<i>Business and Management 2023</i>
Qualification framework level	<i>Level 4</i>
Date specification approved	<i>December 2025</i>
Linked course	

Brief overview of the course

(Please explain the purpose of the programme in a brief paragraph of no more than 5-6 sentences.)

The Undergraduate Certificate in Strategic Business and Management is designed and structured to provide students with essential strategic, financial, and marketing

¹ Every effort has been made to ensure the accuracy of the information in this programme specification. At the time of publication, the programme specification has been approved by the relevant Faculty Board (or equivalent). Programme specifications are reviewed annually, however, during the course of the academic year, any approved changes to the programme will be communicated to enrolled students through email notification or publication in the *Reporter*. The relevant faculty or department will endeavour to update the programme specification accordingly, and prior to the start of the next academic year.

competencies that are essential for effective decision-making in contemporary organisations. Offered on a part-time and online basis, the course uses rigorous academic frameworks and practical applications to enable students to think like business leaders, express ideas in boardroom language, and implement financial reporting and marketing tools across organisations of varying sizes. The course explores fundamental concepts of strategy, accounting and finance, and marketing strategies, allowing students to comprehend how businesses succeed or fail and to manage resources efficiently. Through regular online Study Days, the course provides transferable skills alongside academic study and writing skills. The award is appropriate both as an independent qualification and as a pathway to further academic or professional opportunities.

Educational Aims

What are the educational aims of the programme?

The programme aims to:

- Provide students with fundamental knowledge in the understanding of organisations, their management, the economy and the business environment;
- Prepare students for working and developing a career in business and management;
- Enable students with a range of skills and attributes to become effective global citizens, including awareness of ethics, sustainability and responsibility.

Learning Outcomes - *What is a student expected to learn from the programme? These should have been included on the new course proposal when the course was first approved.*

(Please refer to the guidance on Learning Aims and Outcomes and the Office for Students sector-recognised standards for sector expectations of the graduates of higher education qualifications)

As a result of studying this programme students should meet the following learning outcomes:

Knowledge and Understanding

- A1 Relevant knowledge in the disciplines which form the basis of management practice
- A2 An understanding of the fundamentals of management by studying the subjects which analyse various aspects of management
- A3 Awareness of the responsibilities of managers in an economic, social and environmental context

Subject-specific Skills

- B1 Acquire skills of critical analysis in relation to management issues
- B2 A range of cognitive and intellectual skills together with competencies specific to business and management
- B3 Relevant personal and interpersonal skills
- B4 Develop basic quantitative skills and the ability to apply them in a problem-solving context
- B5 Strategic and operational thinking.

Transferable Skills

- E1 Communication and presentation skills, through engaging effectively in discussion in a professional manner and by producing detailed and coherent analyses of management cases and scenarios presented in a professional and confident manner
- E2 Ability to work with people from a range of backgrounds
- E3 Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.

Programme structure

Please give a brief outline of the course structure and how it supports progress. Please note details of individual papers/modules are not needed. What elements does the programme contain? If you have a part-time route show how this is aligned with the full-time course.

Strategic Management
Accounting and Finance
Marketing

Teaching and Learning

Please indicate which methods are used, i.e., lectures, seminars, practical sessions etc. Include any activity that does not lead to summative assessment. How is the programme taught? How do students learn?

The programme is delivered remotely using a combination of synchronous and asynchronous approaches. Synchronous sessions will be delivered using a platform such as Zoom or Microsoft Teams. Asynchronous material will be provided through the course virtual learning environment and will allow students to engage with teaching material at a suitably convenient time. Examples of the type of teaching methods used include, but are not limited to, live and pre-recorded lectures, seminars, group discussions, online readings, quizzes, data handling exercises, group activities and discussion forums. Peer-to-peer learning forms an important element of course teaching.

Assessment

Please list below summative assessments for the course and how they meet the learning outcomes listed above. Ensure these are aligned with your course regulations ([Statutes and Ordinances](#)).

Assessment	Learning Outcome
The volume of work required to complete the award shall be 9,000–12,000 words or the equivalent.	As a result of studying this programme students should meet the following learning outcomes:
Unit 1: Strategic Management (20 credits)	
Assignment 1: Individual Presentation (10 minutes / 2,000 words equivalent)	Knowledge and Understanding: A1, A2, A3 Subject-specific Skills: B1, B2, B3, B5

Assignment 2: Individual Essay (1,500 words)	Transferable Skills: E1, E3 Knowledge and Understanding: A1, A2, A3 Subject-specific Skills: B1, B2, B5 Transferable Skills: E1, E3 Assignments in Unit 1 constitute a third of the final Certificate mark. Assignment 1 will be worth 60% of the total mark for Unit 1, and Assignment 2 will be worth 40%. The assignments will be submitted through the PACE VLE.
Unit 2: Accounting and Finance (20 credits) Assignment 1: Individual Presentation (10 minutes / 2,000 words equivalent) Assignment 2: Individual Podcast (7 minutes / 1,500 words equivalent)	Knowledge and Understanding: A1, A2, A3 Subject-specific Skills: B2, B3, B4, B5 Transferable Skills: E1, E3 Knowledge and Understanding: A1, A2, A3 Subject-specific Skills: B1, B2, B4, B5 Transferable Skills: E1, E2, E3 Assignments in Unit 2 constitute a third of the final Certificate mark. Assignment 1 will be worth 60% of the total mark for Unit 2, and Assignment 2 will be worth 40%. The assignments will be submitted through the PACE VLE.
Unit 3: Marketing (20 credits) Assignment 1: Individual Presentation (10 minutes / 2,000 words equivalent) Assignment 2: Individual Reflection and Analysis Report (1,500 words)	Knowledge and Understanding: A1, A2, A3 Subject-specific Skills: B2, B3, B5 Transferable Skills: E1, E3 Knowledge and Understanding: A1, A2, A3 Subject-specific Skills: B1, B2, B3, B5 Transferable Skills: E1, E2, E3

	Assignments in Unit 3 constitute a third of the final Certificate mark. Assignment 1 will be worth 60% of the total mark for Unit 3, and Assignment 2 will be worth 40%. The assignments will be submitted through the PACE VLE.
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Progression and Career Destinations

Please describe the opportunities for the students' personal and professional development (including transferable and employability skills). Please include information relating to successful graduates' prospects for employment.

Preparation for employment in general is provided in the opportunities for the acquisition of relevant transferable skills outlined in the programme specification.