

**SAQA ID**  
96102

**DURATION**  
12 Months

**CREDITS**  
162

**SETA**  
Bank

**National Certificate:**

**GENERIC MANAGEMENT –  
STRATEGIC MANAGEMENT:  
BANKING**  
NQF Level 5



## WHO SHOULD STUDY THIS COURSE?

The Generic Management Strategic Management program at NQF Level 5 focuses on equipping individuals with the necessary knowledge and skills to effectively manage strategic processes within the banking sector. This comprehensive program provides learners with a solid foundation in strategic management principles, enabling them to make informed decisions and implement strategies that drive organizational success.

The program covers various aspects of strategic management, tailored specifically to the unique challenges and dynamics of the banking industry. It explores key topics such as analyzing the competitive landscape, formulating strategic objectives, and implementing strategies to gain a competitive edge in the market.

One of the primary objectives of this program is to develop learners' ability to assess the internal and external factors impacting a banking organization's strategic direction. Participants gain insights into conducting industry and competitor analyses, evaluating market trends, and identifying opportunities for growth and innovation.

Furthermore, the program delves into the process of formulating and implementing effective strategies to achieve organizational goals. Learners explore strategic planning techniques, such as SWOT analysis, scenario planning, and strategic option evaluation, to develop robust strategies aligned with the banking industry's requirements. They also learn about resource allocation, risk management, and change management strategies to ensure successful implementation and adaptation of strategic initiatives.

The Generic Management Strategic Management program emphasizes the importance of effective leadership in driving strategic change within a banking organization. Participants develop their leadership skills, learning how to communicate a clear vision, engage

stakeholders, and foster a culture of innovation and continuous improvement. They also gain an understanding of ethical considerations and corporate governance principles in the banking sector, ensuring that strategic decisions align with legal and regulatory frameworks.

Throughout the program, learners are encouraged to apply theoretical concepts to real-world banking scenarios through case studies, group discussions, and practical exercises. This hands-on approach allows participants to develop critical thinking, problem-solving, and decision-making skills within the context of strategic management.

Upon successful completion of the Generic Management Strategic Management program at NQF Level 5, learners will have a solid grasp of strategic management principles and their application in the banking sector. Graduates will be equipped to take on strategic management roles within banking organizations, contributing to their long-term success and competitive advantage in a rapidly evolving industry.

## Exit Level Outcomes

- **Leadership and Team Management:** Participants learn how to lead and inspire their teams, fostering a positive work environment and promoting high-performance cultures. They develop skills in team building, motivation, conflict resolution, and effective communication.
- **Financial Management:** This aspect focuses on equipping managers with the ability to analyze financial statements, interpret financial data, and make informed decisions that contribute to the financial health of the banking institution. Topics covered may include budgeting, forecasting, financial risk management, and cost control.
- **Risk Management:** Given the inherent risks associated with the banking industry, participants gain an understanding of risk assessment and mitigation strategies. They learn to identify potential risks, implement risk management frameworks, and ensure compliance with regulatory requirements.
- **Strategic Planning and Implementation:** Managers learn to develop strategic plans that align with the bank's goals and objectives. They acquire skills in analyzing market trends, identifying opportunities, and formulating strategies to gain a competitive edge. Additionally, they learn how to effectively implement these strategies, monitor progress, and adapt to changes in the business environment.
- **Customer Relationship Management:** This component emphasizes the importance of delivering exceptional customer service and building strong relationships with clients. Participants learn strategies for client acquisition and retention, effective complaint handling, and ensuring customer satisfaction.

## Admission Requirements

- Communication at NQF Level 4.
- Mathematical Literacy at NQF Level 4.

Unit Standard			
MODULE: UNIT STANDARDS ELECTIVE	Formulate a strategy and an implementation plan for a function	6	6
	Evaluate and plan the role of self as leader in a function	6	5
	Apply the principles of corporate governance and ethics in a function	6	5
	Apply problem-solving techniques to make decisions on a multi-faceted problem,	6	5
	Manage relationships with strategic partners to improve the performance of a function	6	5
	Manage the information and institutional knowledge within a function	6	5
	Analyse the strategy and external environment of the entity in relation to a function	6	3
	Manage and improve communication processes in a function	6	3
	Use negotiation in multi-faceted situations to achieve the objectives of a function	6	5





Appraise, develop and retain human capital for a function

6

6

Recognize areas in need of change make recommendations and implement change in the team, department or division

5

3

Develop and implement a strategy and action plans for a team, department or division

5

4

Apply financial analysis

5

4

59

## CONTACT US

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