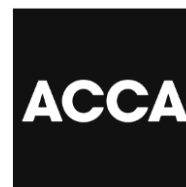


CPD record



Registration no ▶ 7765437

CPD year ▶ 2014

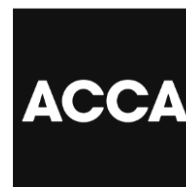
Full name ▶ Example member

Reference ▶

Description of development/learning activity ▶ Studied for an MBA (Master of Business Administration)

<p>Why did you choose this activity and how is it relevant to you?</p>	<p>▶ I'm a senior manager in a large multi-national company and gaining an overall business understanding was important to me. I thought the MBA best suited my requirements as it includes subjects such as Managing people in Organisations, Strategic Management, International business and Marketing. Increasing my expertise in these areas will equip me better to perform my role as a senior manager.</p>	
<p>When did this activity take place?</p>	<p>▶ January 2014 – May 2014 (studying on average 15 hours per week)</p>	
<p>Units</p>	<p>How many units are you claiming for completing this activity? ▶ 300 * (see notes below)</p>	<p>How many of these units could you verify with supporting evidence? ▶ 21* (see notes below)</p>
<p>What did you learn and how did/will you apply it?</p>	<p>▶ Managing people in organisations - I learned how to manage people to ensure everyone is committed to organisational goals. I learned techniques which I found very useful and ensured I was more confident in delivering the organisational message. I manage a team of 10 so very useful for me. Strategic Management – This gave me the knowledge to analyse my own organisation to see where we ranked against other organisations. It enabled to look at my company's resources as a whole and see the future potential progress. Using different analysis techniques gave me a greater understanding of my organisation's goals. I recently started attending strategy meetings and can understand and give input at these meetings. Marketing – I learned about what makes a business/product attractive and how to sell your business to potential customers. I learned about the different technologies used to communicate your company's product and found this very useful. I went back to my organisation and made some suggestions about our website and how this could be more user-friendly.</p>	
<p>Supporting evidence (you can record details/location of any supporting evidence here or the contact details of a 3rd party who can substantiate completion of the activity)</p>	<p>▶ University transcript</p>	

CPD record



*If you have been studying for an MBA or another qualification then you may have achieved more than 21 verifiable units (the minimum requirement) for that year. You can choose how many of these units you wish to verify and then carry forward up to 21 verifiable units to the next CPD year. You cannot carry forward any non-verifiable units.