ACCA SBL

Strategic Business Leader

Exam Structure

- Case Study Exam
- One large fictitious organisation
- Pre seen material – 10 to 15 pages
- Unseen in form of Exhibits
- Exhibits will be in different formats: e.g. financial reports, media sources, presentations, spreadsheets, tables, web pages, memos, emails, briefing notes and interview transcripts etc
- Will consists of 3 tasks: with sub-tasks, varying marks
- 100 marks paper
    - Technical: 80 marks
    - Professional skill: 20 marks
- 3 hours 15 minutes including reading time
- Focus on practical answers rather than theories and models
- Various roles given (CEO, CFO, board member, consultant, auditor, NED, etc.)

Extracts from examiners report:

- Many candidates made insufficient use of the information presented in the exam exhibits to support their answers, despite these being key to generating relevant points to use in their answers.

- Some candidates continue to answer the task they wish had been set rather than the task actually set in the exam. This is a common trait often leads to exam failure.

- Simply copying and pasting pre-seen and exam exhibit information into answers with little or no attempt to relate this content to the question set, so adding no further value.

- There was insufficient application of the relevant information provided in the exam in answers, and an inability to sufficiently develop points in support of arguments made.

- There was evidence of the use of rote learnt pre-prepared answers that were solely based on the pre-seen information regardless of the question asked.

- Poor command of the English language was a significant problem, with many candidates unable to make themselves understood to the marker.

There is no absolutely one correct answer – candidates who provide coherent justification… awarded appropriate marks. Your answer only need resemble about 35% of the examiner's answer.

Therefore to pass SBL you must:

- Application! Application! Application! Link answers to exhibits
- Theoretical answers earn few marks, if any. Less emphasis on the models
- Use text book for reference ONLY.
- Use of sound professional skills: through analysis, evaluation and sound commercial judgement, scepticism where necessary
- Present well-structured and logical answers. (communication)
- Use and interpret the numbers (they are usually easy calculations so it's the interpretation that gets the marks)
- Time management – the marks are your guide

SYLLABUS AREAS TO BE COVERED

TOPIC	SYLLABUS REFERENCE
1. STRATEGY	PART C
2. TECHNOLOGY DATA ANALYTICS	PART E
3. INNOVATION, PERFORMANCE & CHANGE MANAGEMENT	PART H
4. FINANCE AND DECISION MAKING	PART G
5. LEADERSHIP	PART A
6. GOVERNANCE - SHAREHOLDERS	PART B
7. GOVERNANCE - STAKEHOLDERS	PART B
8. RISK	PART D
9. ORGANISATIONAL CONTROL AND AUDIT	PART F
10. PROFESSIONAL SKILLS AND FORMATS	PART 1
11. EXAM TECHNICQUES	

Plan of Attack:

1. You will receive **pre-recorded** video lectures of full SBL syllabus

   You are expected to watch the videos in your own time, but must complete:

   - Chapters 1- 4 cover Business Strategies **(5 weeks)**

   - Chapters 5- 9 cover Corporate Governance by:**(3 Weeks)**

     Tasks/Assignments at end of each chapter to be submitted for review/marking.

2. Revision **(3 weeks)**

   - Pre-recorded revision videos based on past exam questions
   - Techniques on use of CBE software

3. **Mock Exams**

   Mock 1
   Mock 2

4. **Pre-Seen Case Study**: Discussion and Analysis: 1 week before final Exam