

Programme Handbook

Level 4/5 HNC/D
Business



HIGHER EDUCATION PROGRAMME SPECIFICATION

PROGRAMME

1. Programme/Course Title: Pearson BTEC Level 4 National Certificate in Business (Business) Year 1; Level 5 National Diploma in Business (Business) Year 2.
2. Department: Business
3. Course Validation Number: Level 4 603/6837/8; Level 5 603/6838/X
4. UCAS Code: N/A
5. Qualification/Award Title: BTEC Level 4 HNC in Business/Level 5 HND in Business
6. Awarding Body: Pearson Education Ltd
7. Professional Accreditation: N/A
8. Relevant QAA Subject Benchmarking Group
9. Mode (ways of studying the programme)

FT

PT

Other

Programme Aims

The purpose of Pearson BTEC Higher Nationals in Business is to develop students as independent-thinking professionals who can meet the demands of business employers and adapt to a constantly changing world. The qualifications aim to widen access to higher education and improve the career prospects of those who take them.

Programme learning outcomes

Indicate the learning outcomes, teaching and learners' assessment strategies used for module or unit for: (a) Knowledge and Understanding (b) skills and other attributes.

Knowledge and Learning Outcomes are:

Unit 1 Business and the Business Environment (Level 4 – 15 Credits) T/618/5032

Students will gain background knowledge and understanding of business, functions of an organisation and of the wider business environments in which organisations operate. Students will examine the different types of organisations (including for profit and not for profit), their size and scope (for instance micro, SME, transnational and global) and how they operate. Students will also explore the relationships that organisations have with their various stakeholders and how the wider external environments influence and shape business decision making.

Learning Outcomes

1. Explain the different types, size and scope of organisations
2. Demonstrate the interrelationship of the various functions within an organisation and how they link to organisational structure
3. Use contemporary examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations
4. Determine the internal strengths and weaknesses of specific businesses and their interrelationship with external macro factors.

Unit 2 Marketing Process and Planning (Level 4 – 15 Credits) A/618/5083

This unit is designed to introduce students to the dynamic world of the marketing sector and the wealth of exciting career opportunities available to support their decision making in their career choices. Students will have the opportunity to learn about the competencies and behaviours required by employers to work in the marketing sector. They will be introduced to the key principles of marketing, enabling them to develop a marketing plan and to employ elements of the marketing mix to achieve results. They will study the underpinning theories and frameworks of marketing while relating them to real-world examples, including products/services that they encounter in their daily lives.

Learning Outcomes

1. Explain the role of marketing and how it interrelates with other business units of an organisation
2. Compare ways in which organisations use elements of the marketing mix to achieve overall business objectives
3. Produce a marketing plan for an organisation that meets marketing objectives
4. Develop a media plan to support a marketing campaign for an organisation.

Unit 3 Human Resource Management (Level 4 – 15 Credits) J/618/5035

The aim of the unit is to enable students to understand and be able to apply principles of effective HRM in order to enhance sustainable organisational performance and contribute to organisational success, holding business outcomes and people outcomes in equal balance. Students will apply HR practices in a work related context, utilising their knowledge and practising skills and behaviours in relevant professional areas, including resourcing, talent planning and recruitment, learning and development and employee engagement.

Learning Outcomes

1. Explain the impact of the role of HRM in creating sustainable organisational performance and contributing to business success
2. Assess the contribution of HRM in recruiting and retaining talent and skills to achieve business objectives
3. Examine how external and internal factors can affect HRM decision making in relation to organisational development
4. Apply HRM practices in a work-related context for improving sustainable organisational performance.

Unit 4 Leadership and Management (Level 4 – 15 credits) L/618/5036

The aim of this unit is to help students to understand the difference between the function of a manager and the role of a leader. Students will consider the characteristics, behaviours and traits that support effective management and leadership. Students will learn about the theories that have shaped the understanding of leadership and management and how these have provided a guide to action for managers and leaders who want to secure success for their businesses. Students will look at leadership styles, how and why they are used and the extent to which they are effective.

Learning Outcomes

1. Examine leadership and management theories and principles, and their impact on the effectiveness of an organisation
2. Review the influence of different leadership and management styles on the culture of organisations
3. Develop a motivational strategy to optimise organisational performance
4. Apply leadership and management approaches to managing performance to ensure continuous improvement.

Unit 5 Accounting Principles (Level 4 – 15 credits) Y/618/5038

The overall aim of this unit is to introduce fundamental accounting principles that underpin financial operations and support good and sustainable decision making in any organisation. Students will develop a theoretical and practical understanding of a range of financial and management accounting techniques.

Learning Outcomes

1. Examine the context and purpose of accounting
2. Prepare basic financial statements for unincorporated and small business organisations in accordance with accounting principles, conventions and standards
3. Interpret financial statements
4. Prepare budgets for planning, control and decision making using spreadsheets.

Unit 6 Managing a Successful Business Project (Level 4 – 15 credits) D/618/5039

The aim of this unit is to offer students an opportunity to demonstrate the skills required for managing and implementing a small-scale business project. They will undertake independent research and investigation for carrying out and executing a business project that meets appropriate business aims and objectives. On successful completion of this unit, students will have the confidence to engage in decision making, problem solving and research activities using project-management skills.

Learning Outcomes

1. Explain the key stages of the project lifecycle that should be considered when project managing
2. Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods
3. Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings
4. Reflect on value gained from implementing the project and the project management process.

Unit 7 Business Law (Level 4 – 15 credits) H/618/0736

The aim of this unit is to enhance students' understanding of how business law is applied to the running of a business organisation. Students will gain knowledge of business law and examine the impact of the law on business operations and decision making. Throughout the unit, students will identify the legal solutions available to business owners and assess their suitability. The experience that students gain in this unit will help them to better understand the different areas of law that apply.

Learning Outcomes

1. Explain the nature of the legal system
2. Illustrate the potential impact of the law on a business
3. Examine the formation of different types of business organisations
4. Recommend appropriate legal solutions to resolve areas of dispute.

Unit 14 Digital Business in Practice (Level 4 – 15 credits) R/618/5054

Students will explore the impact of a range of digital technologies on the workplace. They will examine how these technologies can support businesses aims and services, allow interaction with customers, for example to promote their business, to encourage people to visit their e-commerce site, to buy goods or services, to drive and increase sales and to provide high levels of customer service. The skills generated through an understanding of the practical and necessary use and application of relevant technologies will enable students to present themselves as being digitally literate to employers and give them the confidence to succeed in applying modern, digital methods.

Learning Outcomes

1. Examine the digital business environment, emerging trends and contemporary approaches
2. Investigate the effectiveness of the use of digital technologies to achieve business objectives
3. Develop a transformational digital strategy plan to support the implementation of digital technologies within an organisation
4. Present the design of a selected mobile application to support a digital strategy within an organisation.

Unit 19 Research Project (Level 5 – 30 credits) H/618/5060

The aim of this unit is to offer students the opportunity to engage in sustained research in a specific field of study. The unit enables students to demonstrate the capacity and ability to identify a research theme, to develop a research aim and objectives and to present the outcomes of such research in both written and verbal formats. The unit also encourages students to reflect on their engagement in the research process, during which recommendations for future, personal development are key learning points.

Learning Outcomes

1. Examine appropriate research methodologies and methods to identify those appropriate to the research process
2. Develop a research proposal, including a supporting literature review
3. Analyse data using appropriate techniques to communicate research findings
4. Reflect on the application of research methodologies and process.

Unit 20 Organisational Behaviour (Level 5 – 15 credits) A/618/5064

The aim of this unit is to develop knowledge and understanding of how organisational behaviour concepts, theories and techniques can be applied in work and management settings in order to enhance individual, team and organisational performance. Students will be able to apply this knowledge in a variety of business situations. They will appreciate how effective application of organisational behaviour principles can be used to explain why people behave and act in particular ways and to predict how employees will respond to certain demands.

Learning Outcomes

1. Reflect on own personality and perceptions to understand how individual difference informs and influences management approaches
2. Apply content and process theories of motivation to create and maintain an effective workforce
3. Participate in a group/team activity for a given business situation to demonstrate effective team skills
4. Examine how power, politics and culture can be used to influence employee behaviour and accomplish organisational goals.

Unit 22: Management Accounting (Level 5 – 15 credits) Y/6185069

The unit will develop students' understanding of the scope and purpose of management accounting. The focus of the unit is on critiquing cost and management accounting techniques and using management accounting to monitor and evaluate company performance in complex operating environments.

Learning Outcomes

1. Explore the nature, source and purpose of management accounting information
2. Evaluate management accounting techniques to inform optimal resource allocation and decision making
3. Analyse actual and standard costs to control and correct variances
4. Evaluate how the management accounting function contributes to performance measurement and monitoring

Unit 24 Understanding and Leading Change (Level 5 – 15 credits) K/618/5075

The unit will aim to illustrate the drivers/triggers for change and how they vary and affect organisations in different ways, including the degree of impact and management's response to change. Students will gain an appreciation of how the depth of change can influence organisational behaviour both during and after the change

Learning Outcomes

1. Produce a comparative analysis of the different types and drivers of change
2. in business
3. Evaluate the impact of change on organisational behaviour
4. Investigate how forces driving and resisting change influence leadership decision making
5. Recommend a range of leadership approaches to change initiatives

Unit 28 Launching a new venture (Level 5 – 15 credits) A/618/5114

Students are given the opportunity to plan the launch of a specific new venture idea. They will learn about and work through the stages of planning to launch the venture. This will include an explanation of the idea and how it will attract customers and have competitive advantage. Students will also learn about the need for resourcefulness when starting a new venture, and about identifying and using personal networks, which can offer a valuable source of knowledge, resources, advice and opportunities.

Learning Outcomes

1. Investigate the resources required to launch a new venture
2. Explore the skills and capabilities required to support the launch of a new venture
3. Develop promotional activities to support the launch of a new venture
4. Produce a budget for launching a new venture for a small business or social enterprise.

Unit 43 Digital Marketing (Level 5 – 15 credits) R/618/5121

The unit will introduce students to digital marketing and its importance in the successful marketing of organisations. The unit will enable students to develop an understanding of how organisations use various digital tools and techniques to engage their customers and maintain a competitive advantage.

Learning Outcomes

1. Investigate the influence of the digital environment for effective marketing of business organisations
2. Apply digital tools and techniques for an integrated marketing approach within a given business organization
3. Design a digital marketing campaign using multimedia to optimise content that targets key Audiences
4. Evaluate methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions.

Unit 46 Developing Individuals, Teams and Organisations (Level 5 – 15 credits) T/618/5127

This unit will give students knowledge of the different factors involved in diagnosing the skills, training and development requirements for their future employees and for their individual career goals. Students will be introduced to the concept of high performance workplaces and the strategic benefits this can bring to an organisation. They will recognise that their professional development is just one route to improving the performance of the teams and organisations in which they work.

Learning Outcomes

1. Appraise the use of high-performance working (HPW) and culture in supporting sustainable business performance
2. Evaluate the ways in which performance management can support high performance culture and commitment
3. Review the factors to be considered when planning training and development activities in an organisation
4. Design a personal and professional development career plan for a named job role, based on reflection and evaluation.

Knowledge and Understanding Teaching and Learning Strategies are:

Lecturer, team task, paired task, individual task, independent research, group research, question and answer session, role play.

Knowledge and Understanding Assessment Strategies are:

Assessment strategies are linked to criterion – references and evidence against published learning outcomes and assessment criteria. All units will be individually graded as a 'pass', 'merit' or 'distinction'. This will include assignments, work-based projects, webinars, presentations, written task or report, reflective journal/log, academic poster/leaflet, discussion forum, self-reflection, professional discussion.

Skills and Other Attributes Learning Outcome are:

To develop skills and techniques, personal qualities and attributes essential for successful performance in working life and thereby enable learners to make an immediate contribution to employment.

To develop learners' ability to contribute positively to good practice in the Business sector through effective use and combination of the knowledge and skills gained in different parts of the programme.

Further skills include:

- Analysing, synthesising and summarising information critically
- The ability to read and use appropriate literature with a full and critical understanding
- The ability to think independently and solve problems
- Applying subject knowledge and understanding to address familiar and unfamiliar problems faced by a global market
- The capacity to give clear and accurate account of a subject, assemble arguments in a mature way and engage in debate and dialogue on issues such as: cultural diverse organisations, cross cultural issues and diversity and values.

Learning Support/Resources

Students will be offered a range of academic and personal support as: Induction, Unit Guides, Personal Tutors, HE Academic Support Tutor, Library skills induction, Programme Handbook, Learning resources including additional reading material, Library/Support facilities, College e-mail account and ICT access, VLE learning platform, Regular Tutorials sessions, Welfare and Pastoral Services.

Special Learning Support

During your course of study you may be entitled to receive special learning support to enable you to achieve your qualifications (advice is available from college staff prior to enrolment and during your course).

Personal financial expenditure

This programme/course may involve students in personal financial expenditure only as follows:

- Tuition fee including registration with the awarding body
- Contribution to the cost of educational visits if necessary
- Personal expenses during educational visits/work experience
- Purchase of stationery, textbooks and equipment
- Purchase of consumable materials.

Entry Requirements and admission

To gain entry to this programme/course you must satisfy the course entry requirements listed below:

- Academic Qualification: a BTEC Level 3 qualification in Business
- Access to Higher Education Certificate or A level equivalent.
- Knowledge/skills: Prior experience, knowledge and skills from working in the Business sector will be considered for mature learners who wish to improve their prospects by gaining a recognised qualification at Level 5.
- Literacy/numeracy/IT skills: a Level 2 qualification in literacy and numeracy
- Relevant work experience or an international equivalent to the above qualifications.

Students from this programme may progress to further study:

Learners studying the Pearson BTEC Level 5 HND in Business can apply to NCG/OLC, third year entry, where they can study a BA (Hons) in Business Management (Top-up) Degree, if accepted. There is also the opportunity of studying on the Level 5 Diploma in Education and Training with OLC.

Students from this programme may pursue a variety of careers:

Pearson is committed to delivering learning that is rooted in the real world and to developing work-ready graduates with the professional skills and behaviours that employers need. The BTEC Higher National in Business curriculum provides a clear line of sight to employment, depending on which specialist areas students complete. The aim is to produce students who are equipped to thrive in the changing world of work, whether they leave with an HNC or an HND qualification. For example: HR assistant, Recruitment Coordinator, Marketing executive, Accounting Clerk, Book Keeper, Contract Officer, Digital Marketing executive.

Quality Management and Enhancement

OLC College use a wide range of mechanisms to assure and enhance quality of the programme:

- Regular evaluations of programmes by students and employers
- Annual monitoring of programmes and units
- Annual self-assessment of programmes
- Peer to Peer and formal observations of teaching and learning
- Staff development
- Regular internal verification.

