

**City College, Birmingham**

**Programme Specification**

**BTEC Higher National Diploma / Certificate in Business**

**Validation period: September 2010 – August 2011**

**September 2010**

<b>Awarding institution/body</b>	City College, Birmingham
<b>Teaching institution</b>	City College, Birmingham
<b>Programme accredited by</b>	BTEC/Edexcel
<b>Final award</b>	Edexcel /BTEC HND/C
<b>Programme</b>	Business
<b>UCAS code</b>	092N
<b>QAA subject benchmarking group(s)</b>	Business
<b>Date of production/revision</b>	July 2010

Educational Aims of the Programme	4
Intended Learning Outcomes	4
Knowledge and Understanding	5
Thinking Skills	6
Practical Skills	7
Transferable Skills	8
Programme Structures and Requirements, Levels	
Modules and Awards	9
Support for Students and Their Learning	11
Course Entry Requirements	11
Regulations for Admission	11
Methods for Evaluating and Enhancing the Quality And Standards of Teaching and Learning	11
Other information	11

## **Educational aims of the programme**

City College, Birmingham is committed to widening access to higher education. The Faculty of Vocational Studies offers courses which are designed to prepare students for progression to employment and higher level courses including degree provision at universities.

The aims of the HND / HNC in Business programme are to:

- provide an educational foundation for a range of administrative and future management careers
- provide specialised studies directly relevant to professions in which students are working or intend to seek employment
- enable students to make an immediate contribution to employment
- develop students' ability in business through effective use and combination of the knowledge and skills gained in different parts of the programme
- develop a range of skills and techniques, personal qualities and attitudes essential for successful performance in working life and career progression
- provide a secure basis for progression to an honours degree or higher level professional qualifications

## **Intended learning outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

## ***A. Knowledge and understanding***

*At the end of the programme the student can demonstrate a knowledge and understanding of*

A1 Analyse the external environment in which a business organisation operates

A2 Have an awareness of the competitive market place

A3 Appreciate the principles and practices of human behaviour in an organisational context

A4 Make decisions using the core knowledge and relevant techniques from all the main business functions

A5 Devise action plans that recognise the importance of both clear organisational objectives and the effective utilisation of resources

A6 Provide strategies which could be used to ensure future business success

→

*Teaching and learning methods and strategies used to enable outcomes to be achieved and demonstrated:*

Knowledge is developed through

- lectures
- seminars
- individual and group research

↓

*Assessment*

Written examinations

Course assignments

Group-based project work

## **B. Thinking skills**

*At the end of the programme the student can*

B1 Apply appropriate business concepts, models, frameworks or techniques to analyse business problems

B2 Conduct research into business problems and issues, make judgements and present the findings in an appropriate written, verbal or electronic format



*Teaching and learning methods and strategies used to enable outcomes to be achieved and demonstrated*

Thinking skills are developed through

- seminars
- group work
- individual and group research and presentation
- problem solving
- time constrained assignments
- self-reflection and peer review



*Assessment*

Analysis and problem solving skills are assessed through assignment and time constrained written examinations.

### ***C. Practical Skills***

*At the end of the programme the student can*

C1 Use a range of sources and techniques to complete research relevant to understanding current business situations and to support decision making

C2 Be able to plan a series of activities to achieve a given outcome

C3 Use standard ICT applications software



*Teaching and learning methods and strategies used to enable outcomes to be achieved and demonstrated*

Practical skills are developed through

- group work
- presentations
- research skill development
- common (transferable) skills
- assignments



*Assessment*

Assignments and examinations including case studies

## ***D. Transferable Skills***

*At the end of the programme the student can*

D1 Act as independent learners and carry this ability into their future career and / or further studies

D2 Demonstrate a range of skills that are transferable to a business context

D3 Work effectively in a team

D4 Be competent in presenting a range of information using verbal and written presentation techniques

D5 Use numerical skills to analyse and solve business problems



*Teaching and learning methods and strategies used to enable outcomes to be achieved and demonstrated*

Class-based group and individual exercises (informally assessed) and assignments (formally assessed)

Design assignments, managed by tutor/student role-plays and reviews

Group work, eg. practical investigations

Individual assignment work, agreed between student/employer/tutor, managed by the student and reviewed regularly by the tutor



*Assessment*

Observation by tutor of student activities  
Reports by student on project work

The following reference points were used in creating the programme specification:

- BTEC/Edexcel HNC/D Business Guidance and Unit specifications
- Subject Benchmark Statement Business

## Programme structures and requirements, levels, modules, and awards

### *Structure of the qualification*

#### **BTEC Higher National Certificate**

The BTEC Higher National Certificate in Business is a 10-unit qualification of which five units are mandatory core units. The BTEC Higher National Certificate programme **must** contain a minimum of five units designated at H2 level.

Unit Code	Unit	Unit Level	Unit Value
<b>Core Units</b>			
1	Marketing	H1	6
2	Managing Financial Resources and Decisions	H1	6
3	Organisations and Behaviour	H1	6
4	Business Environment	H1	6
8	Research Project	H2	6
<b>Specialist Units</b>			
5	Common Law I	H1	6
6	Business Decision Making	H2	6
7	Business Strategy	H2	6
9	Management Accounting: Costing and Budgeting	H1	6
10	Financial Reporting	H2	6
14	Working with and Leading People	H2	6
17	Marketing Intelligence	H1	6
18	Advertising and Promotion	H2	6
21	Human Resource Management	H1	6
23	Human Resource Development	H2	6
27	Common Law 2	H2	6
42	Quality Management	H2	6

## BTEC Higher National Diploma

The BTEC Higher National Diploma in Business is a 16-unit qualification of which eight units are mandatory core units. The BTEC Higher National Diploma programme **must** contain a minimum of eight units designated at H2 level.

Unit Code	Unit	Unit Level	Unit Value
<b>Core Units</b>			
1	Marketing	H1	6
2	Managing Financial Resources and Decisions	H1	6
3	Organisations and Behaviour	H1	6
4	Business Environment	H1	6
5	Common Law	H1	6
6	Business Decision Making	H2	6
7	Business Strategy	H2	6
8	Research Project	H2	6
<b>Specialist Units</b>			
9	Management Accounting: Costing and Budgeting	H1	6
10	Financial Reporting	H2	6
14	Working with and Leading People	H2	6
17	Marketing Intelligence	H1	6
18	Advertising and Promotion	H2	6
21	Human Resource Management	H1	6
23	Human Resource Development	H2	6
25	English Legal Systems	H1	6
27	Common Law 2	H2	6
42	Quality Management	H2	6

## **Support for students and their learning**

- Course induction programme
- Induction to learning resources
- Student Handbook and Unit Guides
- Copies of teaching and assessment materials
- Group project briefing sessions for students embarking upon project work, followed by regular meetings with supervisors at which progress is monitored.
- Access to learning resources and computing facilities providing general and specialist software
- Individual tutorials
- Group workshops

## **Course Entry Requirements**

The normal entry requirements are that the student should have appropriate attainment from a previous course of study, and/or relevant experience, which may be ascertained by the following:-

A BTEC National Award / Certificate, a GCE A2 or a GCE A Level or AVCE/GNVQ Advanced in Business or Related Area plus GCSE Maths and English Language Grade C or above, or equivalent. key skills Level 2 in the Application of Number and Communication.

## **Regulations for Admission**

City College, Birmingham is committed to widening participation. It has an open access admissions policy which is designed to take full account of students' qualifications, skills and knowledge in order to place them on courses at the right level. Applications from mature students are welcomed. Each application is considered individually by the programme leader who works closely with members of the course team and staff from student services. Offers of a place on a course are made on the basis of a range of factors including likely or actual qualifications, work experience, references from school, college or employers and, most importantly, the motivation of a student to follow a course of study in this area. Prospective students are encouraged to visit the college and to meet staff who teach on the course. College open days are organised for this purpose. Interviews can also be arranged where an applicant needs further advice and guidance before making a final decision. Interviews are also scheduled with the course leader and student services staff when additional information is needed from the applicant.

## **Methods for evaluating and enhancing the quality and standards of teaching and learning**

*Mechanisms for the review and evaluation of the curriculum, teaching, learning, assessment and of outcome standards:*

- All teaching staff are observed annually through the college's Teaching and Learning Observations Scheme.
- The course team complete an annual course self-assessment report which identifies strengths and weaknesses. This takes account of the views of employers, students and any issues raised by the Edexcel External Verifier/Examiner.

*Groups responsible for monitoring and evaluating quality and standards:*

- Course Team
- Course Examination Board (makes recommendations relating to assessments results, progression and awards).
- City College Higher Education Group
- City College Quality Team (leads on the college's self assessment strategy and quality enhancement)

*Mechanisms for gaining student feedback on the quality of teaching and their learning experience:*

- Student Focus Group Meetings
- Student feedback questionnaires (post induction and end of course)
- End of unit student evaluation questionnaires
- Student tutorials
- Other Information

This programme specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the student handbook. The accuracy of the information contained in this document is reviewed by the college and may be checked by the Quality Assurance Agency for Higher Education.

### Programme Outcomes Mapping

Unit No	Unit	A1	A2	A3	A4	A5	A6	B1	B2	C1	C2	C3	D1	D2	D3	D4	D5
1	Marketing	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2	Managing Financial Resources and Decisions	*	*		*	*	*	*	*	*		*	*	*	*	*	*
3	Organisations and Behaviour		*	*	*		*	*	*	*	*	*	*	*	*	*	
4	Business Environment	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*
5	Common Law						*				*	*	*	*		*	
6	Business Decision Making	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*
7	Business Strategy	*	*	*			*			*	*	*	*				*
8	Research Project	*	*				*	*	*	*		*	*	*			*
9	Management Accounting: Costing and Budgeting	*	*		*	*	*	*	*	*		*	*	*	*	*	*
10	Financial Reporting	*	*		*	*	*	*	*	*		*	*	*	*		*
14	Working with and Leading People		*	*	*	*	*	*	*	*	*		*	*	*	*	
17	Marketing Intelligence	*	*		*	*	*	*	*	*	*	*	*	*		*	*
18	Advertising and Promotion	*	*	*	*	*	*	*	*	*	*	*	*			*	

21	Human Resource Management	*		*	*	*	*	*	*	*	*		*	*	*	*	
23	Human Resource Development	*					*	*	*	*	*		*	*	*	*	
25	English Legal Systems	*			*		*				*	*	*	*		*	
27	Common Law 2	*						*			*	*					
42	Quality Management	*	*				*	*	*	*			*		*	*	