



# **COURSE SPECIFICATION**

## **PEARSON BTEC HNC & HND IN BUSINESS**

**PROGRAMME SPECIFICATION**  
**PEARSON BTEC HIGHER NATIONAL IN BUSINESS**

This HND course specification provides a concise summary of the main features of the course of study and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate they take 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 course module/unit can be found in the Course Handbook.

Pearson BTEC Level 4 HNC & Level 5 HND qualifications in business is designed for learners to develop the managerial and technical knowledge required to effectively manage people, processes and performance within an operational area of responsibility. The qualifications are suitable for learners who work in, or who want to work in management and leadership roles such as Manager, Area Manager, Business Manager, Quality Manager, Business Improvement Manager.

KEY COURSE INFORMATION	
Course Title	Pearson BTEC HNC Level 4 & HND Level 5 in Business
Awarding Body	Pearson
Provider Name	CECOS COLLEGE LONDON
SUMMARY OF DISTINCTIVE FEATURES OF THE COURSE	

- The purpose of BTEC Higher Nationals in Business is to develop students as professional, self-reflecting individuals able to meet the demands of employers in the business sector and adapt to a constantly changing world.
- The qualifications aim to widen access to higher education and enhance the career prospects of those who undertake them.
- Pearson BTEC Higher National provides nationally recognised qualifications offering career progression, professional development, employment opportunities and further progression within higher education. The qualifications are made up of compulsory units and specialist units studied during the first year HNC and second year, leading to the full HND Business qualification.
- The BTEC Higher National qualifications in Business are aimed at students wanting to continue their education through applied learning. Higher Nationals provide a wide-ranging study of the business sector and are designed for students who wish to pursue or advance their career in business. In addition to the knowledge, understanding and skills that underpin the study of the business sector, Pearson BTEC Higher Nationals in Business give students experience of the breadth and depth of the sector that will

prepare them for further study or training.

- Inspiring ambition and widening horizons for young people through sports, education and other extra-curricular activities.

### **COURSE AND OUTCOMES AIMS**

The course aims to:

- To equip students with business skills, knowledge and the understanding necessary to achieve high performance in the global business environment.
- To provide education and training for a range of careers in business, including management, administration, human resources, marketing, entrepreneurship, accounting and finance.
- To provide insight and understanding into international business operations and the opportunities and challenges presented by a globalised market place.
- To equip students with knowledge and understanding of culturally diverse organisations, cross-cultural issues, diversity and values.
- To provide opportunities for students to enter or progress in employment in business, or progress to higher education qualifications such as an Honours degree in business or a related area.
- To provide opportunities for students to develop the skills, techniques and personal attributes essential for successful working lives.
- To provide opportunities for those students with a global outlook to aspire to international career pathways.
- To provide opportunities for students to achieve a nationally-recognised professional qualification.
- To offer students the chance of career progression in their chosen field.
- To allow flexibility of study and to meet local or specialist needs.
- To offer a balance between employability skills and the knowledge essential for students with entrepreneurial, employment or academic aspirations.

We meet these objectives by:

- Providing a thorough grounding in business principles at Level 4 that leads the student to a range of specialist progression pathways at Level 5 relating to individual professions within the business sector.

- Equipping individuals with commercial acumen, understanding and business skills for success in a range of administrative and management roles in business.
- Enabling progression to a university degree by supporting the development of appropriate academic study skills. Enabling progression to further professional qualifications in specific business areas by mapping to units in a range of professional business qualifications.
- Develop managerial and wider technical knowledge to underpin competence in management roles
- To provide technical knowledge in order to empower learners with a framework for extending occupational skills to specialised management and leadership roles

## **PRACTICAL SKILLS**

The ability to:

- Develop practical skills to lead, manage or work as part of a team on projects
- Develop an understanding of basic-level financial analysis in order to construct and interpret financial data
- Develop and apply general research skills
- Develop and apply key management and leadership skills in practical projects and assessments
- Develop organisational skills to respond creatively to assignment briefs, meet deadlines, and prepare presentations, document research undertaken.
- Display their work confidently and well, using different methods of presentation.
- Use IT as a method of research and, where appropriate, as a tool for academic development and digital literacy.

## **SOFT SKILLS**

Learners will also develop the following key transferable skills:

- Management of professional relationships
- Leadership skills
- Evaluation of own development needs
- Respond to change and uncertainty

## LEARNING, TEACHING AND ASSESSMENT

### Personal Development

Our aim during the course of this programme is to support your development, equipping you with skills that will help you with your future career path and also personal and social development. We will do this in a variety of ways including:

- Providing individual support to help increase your employability skills
- Increase your awareness of key British values such as democracy, mutual respect, tolerance for all and the rule of the law
- Assess your personal learning and thinking skills and provide appropriate support to ensure you are confident in yourself and your abilities
- Conduct regular guidance meetings to support you with your future plans
- Work with you to reflect on personal behaviour and the moral responsibility that we all have to support others and create a supportive and productive society

### Teaching

- Analytic thinking skills are developed through academic protocols, discussion in classroom, assignment work and tutorial sessions.
- Practical skills are an essential component of the programme and are developed through classroom activity, projects, and independent work and peer/tutor feedback.
- Common Skills such as oral and written communication are developed in group and tutorial sessions, through assignments and practical assessments.
- All staff has relevant industry experience.

### Assessment

Each unit is assessed by individual or group participation, individual presentation, research and coursework assignments.

- Assessment activities provide major opportunities for learning, including:
  - Group and individual work
  - Peer Feedback
  - Individual and group presentations
- Essay, evaluations and assignments All assessments are delivered through a standard system, which makes the context and the assessment criteria clear. There are assessment weeks. Grades accumulate over the year. The External Examiner samples student work and grades. An annual Exam Board finalises all student grades.
- Competence and knowledge are assessed through a range of methods, including

## UNITS DETAILS HNC LEVEL 4 IN BUSINESS

Unit No.	Unit Name	Unit Level	Unit Credit	Semester
1	The Contemporary Business Environment	4	15	First Semester Year 1
2	Marketing Processes and Planning	4	15	
3	Management of Human Resources	4	15	Second Semester Year 1
4	Leadership and Management	4	15	
5	Accounting Principles	4	15	
6	Managing A Successful Business Project (Pearson Set)	4	15	Third Semester Year 1
7	Business Law	4	15	
9	Entrepreneurial Ventures	4	15	

**Year 2 Pearson BTEC HND in Business**
**UNITS DETAILS HND LEVEL 5 IN BUSINESS**

Unit Code	Unit Name	Unit Level	Unit Credit	Semester
20	Organisational Behaviour Management	5	15	First Semester Year 2
43	Business Strategy	5	15	
34	Digital Marketing	5	5	
50	International Marketing	5	5	Second Semester Year 2
19	Research Project Proposal Part I (Pearson-set)	5	30	
46	Developing Individual Teams & Organisations	5	5	
53	Planning for Growth	5	15	Third Semester Year 2
19	Research Project Report Part II (Pearson-set)	5	30	

**RESOURCES AVAILABLE TO STUDENTS**

CECOS College London offers a range of support and resources from the start of your programme, these are as follows:

1. Information, advice and guidance from the first any contact all the way through certification and progression. This will support you in your next steps
2. Learning support and disability
3. Enrichment training to allow you to achieve all of your personal and professional goals
4. An integrated e-portfolio system which includes, virtual classroom

Entry requirements:

- Be 18 years old as a minimum
- Initial assessment of English and Maths at level 2
- Fluent in spoken and written English

***\*All candidates will be required to attend an interview where your ability to undertake the course will be assessed.***

#### **METHODS OF EVALUATING AND IMPROVING QUALITY AND STANDARDS**

As a student of the college you are entitled to express your views on your course your programme in general. You will be asked to respond to at least three surveys during each year HNC & HND.

CECOS College has a comprehensive quality assurance programme that monitors all courses through self-assessment review, achievement of performance indicators and observation of teaching and learning.

In this provision all assignments briefs are internally quality assured to ensure that all learning outcomes and grading criteria are met. Further, these assignment briefs are also vetted through Pearson external experts.

This course is externally quality assured by Pearson's Standards Verifier who advise on academic standards and ensure that all learning objectives have been met.



## CAREER PROGRESSION

The Level 4 Higher National Certificate provides a solid grounding in business, which students can build on should they decide to continue their studies beyond the Certificate stage. The Level 5 Higher National Diploma allows students to specialise by committing to specific career paths and progression routes to degree-level study.

On successful completion of the Level 5 Higher National Diploma, students can develop their careers in the business sector through:

- Entering employment
- Continuing existing employment
- Linking with the appropriate Professional Body
- Committing to Continuing Professional Development (CPD)
- Progressing to university. The Level 5 Higher National Diploma is recognised by Higher Education providers as meeting admission requirements to many relevant business-related courses, for example:
  - BSc (Hons) in Business and Management
  - BA and BSc (Hons) in Business Studies
  - BSc (Hons) in International Management.

Students should always check the entry requirements for degree programmes at specific Higher Education providers. After completing a BTEC Higher National Certificate or Diploma, students can also progress directly into employment. The skills offered as part of the Pearson BTEC Higher National Diploma can provide graduates with the opportunity to work in many different areas of the business sector. Below are some examples of job roles each qualification could lead to:

- Retail Manager
- Sales Manager
- Business Consultant
- General Manager

## ENTRY REQUIREMENTS

- Be 18 years old as a minimum
- Initial assessment of English and Maths at level 2
- Fluent in spoken and written English

***\*All candidates will be required to attend an interview where your ability to undertake the course will be assessed.***

For students who have recently been in education, the entry profile is likely to include one of the following:

- A BTEC Level 3 qualification in Business
- A GCE Advanced Level profile that demonstrates strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A\* to C (or equivalent and/or 9 to 4 (or equivalent) in subjects such as Mathematics and English
- Other related Level 3 qualifications
- An Access to Higher Education Diploma awarded by an approved further education institution
- Related work experience
- An international equivalent of the above.

College may consider applicants' prior learning when considering their acceptance on a BTEC Higher Nationals, through Recognition of Prior Learning.

## ENGLISH LANGUAGE REQUIREMENTS

In order for students to be successful on Pearson BTEC Higher National qualifications, the following are the English language requirements:

- 1) All students who are non-native English speakers and who have not undertaken their final two years of schooling in English, can demonstrate capability in English at a standard equivalent to the levels identified below, before being recruited to the programme
  - Common European Framework of Reference (CEFR) level B2
  - PTE 51
  - IELTS 5.5; Reading and Writing must be at 5.5
  - Or equivalent.
- 2) All students who have studied in English for the final two years of school (e.g. GCSE) are not required evidence of English language proficiency;
- 3) The college may adopt its own internal English language test to judge whether students meet this standard. It is for the College to satisfy itself that the student's score is commensurate with IELTS 5.5, but the expectation is not limited to the use of IELTS. The college reserves the right, in individual circumstances, to specify an additional language requirement for an applicant.