



SEVERN
BUSINESS
COLLEGE

**CPD Level 4 Certificate of Higher
Education in Business Management**

Course Handbook

Qualification

CPD Level 4 Certificate of Higher Education in Business Management

Level

4

Guided Learning Hours

320

Total Qualification Time Hours

1200

Credit Value

120

Qualification Objective

How do business management function and operates in a business? Will the business management change due to business, technology and society changes? These are the sorts of questions business management professionals seek for answers and the course provides answers by covering a wide range of topics, rooting fundamental business management principles in a contemporary business context.

In addition to providing a comprehensive knowledge of business management, the structure of the course ensures that students have the widest possible range of career, employment and higher education opportunities available to them on completion of the course.

Assessment

Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

Unit Structure of the Qualification

Units	Unit level	Unit credit
Business and Business Environment	4	30
Operational Marketing	4	30
Organisational Behaviour	4	30
Business Technologies	4	30

Assessment Grades

Marks Ranges	Marking Criteria
Pass	All learning outcomes are achieved. All assessment criteria are met.
Fail	All learning outcomes are not achieved. All assessment criteria are not met.
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title

Business and Business Environment

Level

4

Guided Learning Hours

80

Learning Time Hours

300

Credit Value

30

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome	Assessment Criteria
------------------	---------------------

<i>To achieve this unit a learner must:</i>	<i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 Understand the organisational purposes of businesses	1.1 Identify the purposes of different types of organisation 1.2 Describe the extent to which an organisation meets the objectives of different stakeholders 1.3 Explain the responsibilities of an organisation and strategies employed to meet them
2 Understand the nature of the national environment in which businesses operate	2.1 Explain how economic systems attempt to allocate resources effectively 2.2 Assess the impact of fiscal and monetary policy on business organisations and their activities 2.3 Evaluate the impact of competition policy and other regulatory mechanisms on the activities of a selected organisation
3 Understand the behaviour of organisations in their market environment	3.1 Explain how market structures determine the pricing and output decisions of businesses 3.2 Illustrate the way in which market forces shape organisational responses using a range of examples 3.3 Judges how the business and cultural environments shape the behaviour of a selected organisation

UNIT SPECIFICATIONS

Unit Title

Operational Marketing

Level

4

Guided Learning Hours

80

Learning Time Hours

300

Credit Value

30

Learning Outcomes

LO1- Understand the marketing process

LO2 - Understand the marketing mix

LO3 - Understand the value of marketing research to an organisation

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the marketing process	1.1 Explain the relationship between a marketing strategy and the achievement of organisational objectives 1.2 Assess the relationship between marketing and other functions 1.3 Explain the components of an effective marketing plan 1.4 Assess an organisation's market orientation
LO2 - Understand the marketing mix	2.1 Analyse the components of the marketing mix 2.2 Explain the application of the marketing mix of products at different stages of their life cycle 2.3 Assess the link between the marketing mix and customers' needs
LO3 - Understand the value of marketing research to an organisation	3.1 Assess the importance of marketing research and data in defining the marketing mix for a product or service

3.2 Evaluate the relative merits of marketing research theories
3.3 Evaluate the usefulness of marketing research and data and their contribution to business decision-making

UNIT SPECIFICATIONS

Unit Title

Organisational Behaviour

Level

4

Guided Learning Hours

80

Learning Time Hours

300

Credit Value

30

Learning Outcomes

LO1 - Understand the principles of organisational behaviour

LO2 - Understand how to apply management and leadership to enhance organisational behaviour

LO3 - Understand motivation in business

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the principles of organisational behaviour	1.1 Examine the concepts, theories and models of organisational behaviour 1.2 Assess the characteristics of organisational culture and its impact on behaviour 1.3 Analyse how an individual affects organisational behaviour 1.4 Analyse how a group affects organisational behaviour 1.5 Assess the impact of organisational behaviour on organisational functioning and effectiveness
LO2 - Understand how to apply management and leadership to enhance organisational behaviour	2.1 Examine the key issues related to managing people in organisations 2.2 Analyse the differences between leadership and management in organisations 2.3 Examine the role of the manager in relation to organisational behaviour and the achievement of organisational goals 2.4 Analyse the skills and attributes required for effective leadership
LO3 - Understand motivation in business	3.1 Evaluate the application of motivational theories 3.2 Analyse the use of reward and remuneration as a motivator 3.3 Analyse the extent to which motivators can impact upon employee commitment and employee performance 3.4 Evaluate the components of a motivational framework 3.5 Assess the nature, value and development of the psychological contract

UNIT SPECIFICATIONS

Unit Title

Business Technologies

Level

4

Guided Learning Hours

80

Learning Time Hours

300

Credit Value

30

Learning Outcomes

LO1 - Understand the concept of business technologies

LO2 - Understand the impact of business technologies

LO3 - Understand the development of new business technologies

Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the concept of business technologies	1.1 Assess the nature and potential of emerging business technologies 1.2 Analyse the changes in business and investment needed to adapt to new technologies 1.3 Analyse the way in which regulation affects the adoption of new technologies 1.4 Analyse the concept and uses of Software as a service
LO2- Understand the impact of business technologies	2.1 Analyse the impact of business technologies on business processes, strategy and operations, business systems and working practices 2.2 Analyse the need for new or different organisational structures in response to technological developments 2.3 Analyse the influence of the use of technology on organisational culture 2.4 Analyse the impact of business technologies on skill needs and training requirements 2.5 Assess the impact of business technologies on customer service and competitiveness
LO3 - Understand the development of new business technologies	3.1 Assess the process of new business technology development 3.2 Analyse the process by which new business technology development is implemented in the workplace 3.3 Analyse the advantages and disadvantages that new business technology can bring to the workplace 3.4 Analyse how new business technologies can change and impact how people work 3.5 Assess the role and importance of testing and piloting 3.6 Analyse the factors to be taken into account in bringing new business technologies to market