



SEVERN  
BUSINESS  
COLLEGE

**CPD Level 4 Certificate of Higher  
Education in Human Resource  
Management**

**Course Handbook**



## Qualification

CPD Level 4 Certificate of Higher Education in Human Resource Management

## Level

4

## Guided Learning Hours

320

## Total Qualification Time Hours

1200

## Credit Value

120

## Qualification Objective

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

In addition to providing a comprehensive knowledge of business and human resource 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
Human Resource Functions	4	30
Employability Skills	4	30
Entrepreneurship Skills	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
To achieve this unit a learner must:	Assessment of this outcome will require a learner to demonstrate that

	<i>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

Human Resource Functions

### 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.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 Explain how the human resource function contributes to the achievement of business objectives in contemporary organisations	1.1 Summarise the contribution of human resource objectives to the achievement of business objectives 1.2 Explain how human resource objectives are evolving in response to changes within the contemporary business environment, including the demand for flexibility within the workplace 1.3 Summarise human resource objectives for a business organisation
2 Explain how different perspectives of human resource management impact on the organisation and workforce	2.1 Differentiate between definitions of human resource management and personnel 2.2 Explain 'hard' and 'soft' approaches to human resource management 2.3 Summarise the role of key stakeholders in delivering a strategic approach to HR
3 Summarise the role and function of human resources within the key areas of resourcing, reward, and performance	3.1 Outline different methods of recruitment and selection 3.2 Recommend the most effective techniques for retaining talent within the organisation 3.3 Outline key performance management activities and initiatives (including high performance working) 3.4 Recommend creative and effective policies for reward management 3.5 Analyse the relationship between resourcing, performance

management and rewarding talent, and how this contributes to the achievement of business objectives

## UNIT SPECIFICATIONS

### Unit Title

Employability Skills

### 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.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 Explain the concept of employability, its relevance and value to both employing organisations and individuals	1.1 Explain what is meant by employability and the attitudes, skills and behaviours that are increasingly demanded by employers when recruiting staff 1.2 Summarise the relevance and value of this shift in selection criteria for new staff in relation to the changing workplace
2 Assess your own skill set in terms of employability and use it to write a unique curriculum vitae (CV) and complete relevant job applications, maximising your potential value to an employer	2.1 Compare your own skill set against the employability skills sought by employers in order to identify gaps and how you might address these through personal development plans 2.2 Utilise your skill set effectively and creatively to complete the documents required when applying for jobs
3 Outline how your skill set can be used to demonstrate your employability during the recruitment and selection process	3.1 Outline the different screening processes that may be used as part of employee selection and how you would use your skill set to navigate this screening effectively 3.2 Reflect on how you intend to use your own skills and experience to maximise your potential to a prospective employer at interview 3.3 Explain the usefulness of employability skills when starting a new job and how these could be evidenced during a probationary period 3.4 Describe how employability skills can help a new employee integrate with and become an effective contributor to a team

## UNIT SPECIFICATIONS

### Unit Title

Entrepreneurship Skills

### 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.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1 Explain the benefit of entrepreneurship and innovation to an economy and how new businesses can impact communities	1.1 Explain the terms entrepreneurship, enterprise, social enterprise, intrapreneurship, and innovation 1.2 Explain the key characteristics of micro, small, and medium-sized businesses 1.3 Discuss business models that an enterprise can use 1.4 Discuss the types and the process of innovation 1.5 Evaluate how organisations can create their own enterprising culture
2 Discuss the characteristics and motivation of entrepreneurs and how an entrepreneur builds and converts an idea into a successful business	2.1 Explain the personal qualities required when starting a business 2.2 Explain common mistakes that entrepreneurs make in their first year of business 2.3 Evaluate the motives for starting an enterprise 2.4 Explain strategies for growth and exit strategies in an enterprise
3 Explain the key factors for developing an innovative enterprise	3.1 Assess market research intelligence to develop an enterprise 3.2 Evaluate the sources of finance available to a new business 3.3 Explain the physical resource requirements of an enterprise 3.4 Assess the human resource requirements for an organisation 3.5 Explain common legal and insurance requirements that an enterprise needs to address

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