CPD Level 5 Diploma of Higher Education in Business Management

Course Handbook

Qualification
CPD Level 5 Diploma of Higher Education in Business Management

Level
5

Guided Learning Hours
640

Total Qualification Time Hours
2400

Credit Value
240

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
Stage A

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

Stage B

Units	Unit level	Unit credit
Managerial Marketing	5	30
Business Development	5	30
Human Resource Management	5	30
Personal and Professional Development	5	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

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
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

UNIT SPECIFICATIONS

Unit Title
Business Development

Level
5

Guided Learning Hours
120

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the business environment
LO2 - Understand business planning
LO3 - Understand the nature, growth, application and vulnerabilities of 'Big Data'

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the business environment	1.1 Use a range of analytical tools to assess the influences of the business environment 1.2 Evaluate the impact of market structure on the behaviour of businesses 1.3 Assess the interactions of government and business 1.4 Analyse the suitability of an organisation's structure of its environment 1.5 Evaluate the advantages and disadvantages of centrally planned and market economies on the business environment
LO2- Understand business planning	2.1 Identify areas for growth through systematic analysis 2.2 Evaluate the effectiveness of a business planning model 2.3 Assess the degree of coherence between a business plan, business strategy and an analysis of business information 2.4 Evaluate the feasibility of a financial plan 2.5 Evaluate the effectiveness of a key performance indicator (KPI) and a success criteria
LO3 - Understand the nature, growth, application and vulnerabilities of 'Big Data'	3.1 Describe, define and classify Big Data 3.2 Assess the role of analytics in creating value from Big Data 3.3 Analyse the significance of Big Data from a range of business functions 3.4 Evaluate the ethical implications and data protection issues resulting from the growth of Big Data 3.5 Analyse the role of Big Data in the growth and control of cyber crime

UNIT SPECIFICATIONS

Unit Title
Managerial Marketing

Level
5

Guided Learning Hours
120

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the analysis and use of marketing intelligence
LO2 - Understand partnerships within marketing
LO3 - Understand the development of a marketing plan

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the analysis and use of marketing intelligence	1.5 Evaluate the role and uses of market information and intelligence 1.6 Appraise the structure and characteristics of an effective marketing information system 1.7 Evaluate the suitability, advantages and disadvantages of different methods of collecting marketing information 1.8 Evaluate the uses, requirements, advantages and disadvantages of a marketing analytical system 1.9 Evaluate the use of sales forecasting techniques
LO2- Understand partnerships within marketing	2.6 Assess the purpose and value of a marketing partnership 2.7 Evaluate the requirements, responsibilities and liabilities of a marketing partnership 2.8 Assess the scope of activities of a marketing partnership and the incentives for investment 2.9 Evaluate the cost-effectiveness of a marketing partnership
LO3 - Understand the development of a marketing plan	3.7 Assess the way in which a marketing plan should address different competitive positions 3.8 Analyse the information requirements and components of an effective marketing plan 3.9 Establish monitoring mechanisms that are capable of tracking performance and deviations from objectives 3.10 Evaluate the characteristics of effective key performance indicators and success criteria

UNIT SPECIFICATIONS

Unit Title
Human Resource Management

Level
5

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
1 Analyse the concept of human resource management (HRM) and its impact upon organisations	1.1 Discuss the concept of HRM in relation to the traditional approach of personnel management 1.2 Analyse the main HR activities involved within HRM 1.3 Analyse the external and internal factors influencing HRM practice 1.4 Evaluate the ways the HR function contributes to the organisation 1.5 Discuss the ways in which the HR function can be evaluated
2 Assess the processes that arise from the application of human resource management in the workplace	2.1 Analyse the role strategic HRM plays in organisational performance 2.2 Evaluate the role HR policies play in defining organisational values 2.3 Assess the effectiveness of competency based approaches
3 Appraise the various procedures and practices involved in HRM, including human resource planning, resourcing, employee development, relations and reward, and evaluate their application	3.1 Discuss the process of human resource planning and its role in HRM 3.2 Appraise the activities involved in employee resourcing 3.3 Appraise the activities involved in employee development 3.4 Appraise the activities involved in employee relations 3.5 Appraise the activities involved in employee reward

UNIT SPECIFICATIONS

Unit Title
Personal and Professional Development

Level
5

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
1 Understand how self-managed learning can enhance lifelong development	1.1 Evaluate approaches to self-managed learning 1.2 Propose ways in which lifelong learning in personal and professional contexts could be encouraged 1.3 Evaluate the benefits of self-managed learning to the individual and organisation
2 Be able to take responsibility for own personal and professional development	2.1 Evaluate own current skills and competencies against professional standards and organisational objectives 2.2 Identify own development needs and the activities required to meet them 2.3 Identify development opportunities to meet current and future defined needs 2.4 Devise a personal and professional development plan based on identified needs

3 Be able to implement and continually review own personal and professional development plan	3.1 Discuss the processes and activities required to implement the development plan
	3.2 Undertake and document development activities as planned
	3.3 Reflect critically on own learning against original aims and objectives set in the development plan
	3.4 Update the development plan based on feedback and evaluation

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