



SEVERN
BUSINESS
COLLEGE

**Qualifi Level 6 Diploma in Business
Administration**

Course Handbook

Qualification

Qualifi Level 6 Diploma in Business Administration

Ofqual Number

603/1037/6

Level

6

Total Qualification Time

1200

Credit Value

120

Aim of the Course

The Level 6 Diploma in Business Administration meets the need of those wanting to gain a qualification which provides a firm grounding in business administration and a basis for further academic study. This course focuses on the functional areas of management and administration within an organisation and how those disciplines integrate at the operational level, linking with the overall corporate strategy to achieve short, medium and long term objectives.

Assessment

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

Course Structure

Qualifi Level 6 Diploma in Business Administration			
Unit number	Units	Unit level	Unit credit
GBA2031	Management Control	6	20
GBA2032	Management of Sales force	6	20
GBA2033	Strategic Marketing Management	6	20
GBA2034	Business Law	6	20
GBA2040	Research Project including Research Methods	6	40

Assessment Grades

Grade	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**

Management Control

Level

6

Learning Time Hours

200

Credit Value

20

Unit aim

The primary aim of this unit is to familiarise learner with the concepts and application in business organisations of management control systems.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Be able to identify the characteristics of management control systems.	1.1. Explain the evolutions of control systems in an organisation. 1.2. Identify organisational control systems for effective organisational performance 1.3. Explain the importance of accounting and budgeting systems functions to influence human behaviour. 1.4. Identify leadership as a method of control.
2. Be able to evaluate management control systems for strategic planning and development in an organisation	2.1. Assess core control systems in an organisation 2.2. Identify the relationship between planning and control 2.3. Evaluate the contingency framework for strategic planning and development.
3. Be able to evaluate the controls systems in an organisation.	3.1. Evaluate the use of project management tools in an organisation. 3.2. Assess the nature of control systems in a small business 3.3. Assess the process of discovering strategic core competence in a small business 3.4. Evaluate the use of management control systems.

Supplementary Text and Reading:

- Management Control Systems: Text and Cases Sekhar McGraw-Hill, 2005
- Organisational Behaviour and Analysis An Integrated Approach 4th Edition Derek Rollinson Prentice Hall, 2008
- Management Control Systems Performance Measurement, Evaluation and Incentives 2nd Edition Kenneth Merchant, Wim Van der Stede Prentice Hall, 2007

UNIT SPECIFICATIONS

Unit Title

Management of Sales Force

Level

6

Learning Time Hours

200

Credit Value

20

Unit aim

The unit aims to explore the concept of customer relationship management, planning and decision making process to meet a salesforce target at local and international markets.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Be able to identify the important of customer relationship management. ☒	1.1. Identify the benefits of managing excellent customer relations. 1.2. Evaluate different working practices and methods to maintain customer relationship within the organisation. 1.3. Identify the use of the technological forces improve sales force management practices.
2. Be able to critically evaluate the salesperson performance and motivation in local and global market.	2.1. Identify the personal characteristics on salesperson motivation. 2.2. Critically analyse the components of salesperson performance model e.g. behaviour, role perceptions, and satisfaction. 2.3. Critically identify the cultural forces affecting the performance of salespeople 2.4. Critically evaluate criteria of selecting the best salesperson to target international market.
3. Be able to use sales planning and forecasting in order to meet sales target.	3.1. Identify salesforce strategies to plan and implement salesforce tasks. 3.2. Identify how to deal with an internal and external environment in salesforce planning. 3.3. Use financial and non-financial information to assess the scope of resource requirements.

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| | 3.4. Evaluate the impact of sales forecasting on sales targets.
3.5. Plan the use of resources to meet sales target. |
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Supplementary Text and Reading:

- Leading the Sales Force, A Dynamic Management Process, René Y. Darmon, ESSEC Business School, Cambridge University Press, 2008
- Sales management: a global perspective, Earl D. Honeycutt, John B. Ford, Antonis C. Simintiras, Routledge, 2003
- Customer Relationship Management (CRM), Ed Peelen, Prentice Hall, 2005

UNIT SPECIFICATIONS

Unit Title

Strategic Marketing Management

Level

6

Learning Time Hours

200

Credit Value

20

Unit aim

The aim of this unit is to introduce learners about the strategic reflections on the major issues on marketing management. Learners will be able to understand marketing literature, planning process, segmentation and target marketing.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Be able to build an effective marketing strategy.	1.1. Identify main types of marketing strategies. 1.2. Conduct a market analysis for the organisation. 1.3. Use the market analysis to build a marketing strategy for the organisation. 1.4. Identify the strengths and weaknesses of the organisation marketing strategy.
2. Be able to develop the marketing plan for effective decision-making.	2.1. Identify the purpose of marketing plan. 2.2. Identify the benefits of developing sales and marketing plan. 2.3. Develop the marketing and operational plans for the organisation.
3. Be able to plan, segment and position the product in to achieve the target market.	3.1. Identify the buyer behaviour in consumer market. 3.2. Assess the role of pricing, distribution and communication in the process of marketing planning. 3.3. Analyse environmental factors the consumer buying process. 3.4. Identify criteria for successful marketing segmentation. 3.5. Use the marketing approaches in the planning and development of target marketing.

Supplementary Text and Reading:

- Strategic Marketing Management: planning, implementation and control by Richard M.S. Wilson and Colin Gilligan, 2004
- Strategic Market Management: Global Perspectives by David A. Aaker and Damien McLoughlin, 2010
- Strategic Marketing Management: A Process-based Approach by Luiz Moutinho and Geoff Southern, 2009
- Strategic Marketing Management 6th Ed. by David A. Aaker, 2001
- Marketing Management: A Strategic Decision-Making Approach by Mullins, 2012 (Not Available in Market since May 2012)
- Marketing Management: A Strategic Decision-Making Approach, 6th Edition (Mcgraw Hill/Irwin Series in Marketing) by John Mullins, 2006

UNIT SPECIFICATIONS

Unit Title

Business Law

Level

6

Learning Time Hours

200

Credit Value

20

Unit aim

The aim of this unit is to introduce the importance of law in businesses and organisations including main features of English Legal systems, contract laws, sales of goods acts and credit transactions as well as intellectual property law. This unit will develop analytical skills in law and encourages their application to business contexts.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Be able to understand the main features of EU law and the English legal system.	1.1. Identify main rules of statutory interpretation. 1.2. Identify differences between civil and criminal law. 1.3. Describe ways in which EU law is created and the effect of the EU law in the United Kingdom. 1.4. Describe the features of the English legal system.
2. Be able demonstrate knowledge of legal materials relating to contracts.	2.1. Identify and explain main requirements for a legal contract. 2.2. Identify nature and remedies for misrepresentation. 2.3. Explain the types of contract which are illegal at common law. 2.4. Explicate the creation and discharge of contracts.
3. Be able understand the key features and legal requirements for the sale of goods act.	3.1. Identify the sales of goods act rules on passing of ownership. 3.2. Describe the duties of the buyer and the seller in the sales of goods act. 3.3. Identify remedies of the buyer and the seller in the sales of goods to be breached.
4. Be able understand the legal characteristics of a company and main features of credit transactions and intellectual property rights.	4.1. Identify legal characteristics of a company as compare to partnership and sole trader under company act 2006. 4.2. Identify the process of appointment and removal of directors. 4.3. Describe ways in which limited companies are controlled and managed. 4.4. Identify the creditor responsibility for dealer's misrepresentations and breaches of contract under consumer credit act 1974. 4.5. Describe the essential nature of copyright, a patent and a trade mark under Copyright, Designs and Patent Act 1988 and the Trade Mark Act 1994.

Supplementary Text and Reading:

- Business Law MyLawChamber Pack by Ewan MacIntyre, 2011
- Business Law by James Marson, 2011
- Business Law by Ms Sarah Riches and Ms Vida Allen, 2009
- The Sale of Goods ACT, 1893, with Notes (1894) by Frank Newbolt, 2010
- Contract Law (Palgrave Macmillan Law Masters) by Ewan McKendrick, 2011
- Intellectual Property Law by Lionel Bently and Brad Sherman, 2008

UNIT SPECIFICATIONS**Unit Title**

Research Project including Research Methods

Level

6

Learning Time Hours

400

Credit Value

Unit aim

This unit deals with principles of research including formulations of research questions, hypothesis and objectives. The unit will cover literature reviews, referencing, data collection using interviews and surveys, questionnaire design, statistical analysing using SPSS and developing statistical modules, qualitative data analysis inferences and conclusions from the analysed data. Analysis include factor analysis, regression analysis, discriminates analysis and logistic regression using SPSS. Learners will be able to write a research project based on their area of interest by using research methods techniques and tools.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Identify features of good research design.	1.1. Identify a research question. 1.2. Describe the process of social research. 1.3. Explain the criteria and limitation of research design. 1.4. Identify the criteria for reliability and validity for the measurement of research data. 1.5. Identify the relationship between philosophy and methodology within research texts.
2. Apply research techniques to design the research proposal.	2.1. Explicate the qualitative-quantitative debate of social science research. 2.2. Explore the nature of pluralism in research methodology. 2.3. Describe the qualitative approach to research design. 2.4. Describe the quantitative approach to research design. 2.5. Apply suitable approach to design research proposal.
3. Review the collection, presentation and analysis of data to complete research project.	3.1. Perform literature review. 3.2. Create a sample of data from the findings. 3.3. Apply the suitable methods and statistical techniques to analyse data. 3.4. Present data and information from findings in suitable format to produce results. 3.5. Draw conclusions and recommendations from research findings
4. Investigate the quality issues associated with data handling	4.1. Explain the ethical issues of data handling. 4.2. Present guidelines for handling missing data while conducting research. 4.3. Critically review the importance of referencing system while recording data. 4.4. Investigate challenges and responses of handling social science data.

Supplementary Text and Reading:

- Business Research Methods 3e by Alan Bryman and Emma Bell, 2011
- Research Methodology: A Step-by-Step Guide for Beginners by Ranjit Kumar, 2010
- Writing Your Dissertation: The Bestselling Guide to Planning, Preparing and Presenting First-Class Work (The How to Series) by Derek Swetnam and Ruth Swetnam, 2000
- Doing a Successful Research Project: Using Qualitative or Quantitative Methods by Professor Martin Brett Davies, 2007