

Curriculum Description for BTEC Higher National Diploma (Business)

Marketing

Description of Unit

This unit aims to provide learners with an introduction to the fundamental concepts and principles that underpin the marketing process. In addition, it examines the role and practice of marketing within the changing business environment. This broad-based unit will provide all learners with a concise and contemporary overview of marketing, and give them the knowledge and skills to underpin further study in the specialist field of marketing.

To achieve this unit a learner must:

- Investigate the concept and process of marketing
- Explore the concepts of segmentation, targeting and positioning
- Identify and analyse the individual elements of the extended marketing mix
- Apply the extended marketing mix to different marketing segments and contexts

Managing Financial Resources and Decisions

Description of Unit

This unit is designed to give learners a broad understanding of the ways in which finance is managed within a business organization. Learners will learn how to evaluate the different sources of finance, compare the ways in which these are used and will learn how to use financial information to make decisions. Included will be consideration of decisions relating to pricing and investment, as well as budgeting. Finally, learners will learn techniques for the evaluation of financial performance.

To achieve this unit a learner must:

- Explore the sources of finance available to a business
- Analyse the implications of finance as a resource within a business
- Make financial decisions based on financial information
- Analyse and evaluate the financial performance of a business

Organisations and Behaviour

Description of Unit

This unit provides an introduction to the nature of organizations in relation to management practices. The unit examines the internal nature of organizations from both a theoretical and practical viewpoint. This unit is intended to develop an understanding of the behaviour of people within organizations and the significance of organizational design and characteristics. It also aims to provide the basis for and to underpin further study in specialist areas of business.

To achieve this unit a learner must:

- Explore organizational structure and culture
- Examine different approaches to management and leadership and theories of organization
- Examine the relationship between motivational theories
- Demonstrate an understanding of working with others, teamwork, groups and group dynamics.

Business Environment

Description of Unit

The aim of the unit is to encourage learners to identify the objectives of organizations and the influence of stakeholders. Learners are also encouraged to investigate the operation of organization in relation to the local, national and global environment. The unit also provides learners with a solid base of understanding of the parameters within which organizations act that can be built upon in further units.

To achieve this unit a learner must:

- Identify the mission, objectives and responsibilities of an organizations within its environment
- Investigate the economic, social and global environment in which organizations operate
- Investigate the behaviour of organizations and the market environment
- Explore the significance of international trade and the European dimension for UK business

Common Law I

Description of Unit

The aim of this unit is to provide an introduction to the law of contract, with a particular focus on the formation and operation of a business contract. Learners are encouraged to explore the contents of such an agreement and, in particular, to appreciate the practical application of standard-form business contracts. Additionally, the unit enables learners to understand how the Law of Tort differs from the law of contract and examines the Tort of Negligence and issues of liability pertinent to business.

To achieve this unit a learner:

- Understand the essential elements of a valid and legally binding contract and its role in a business context
- Explore the significance of specific terms in a business contract
- Examine the role of the Law of Tort in business activities assessing particular forms of tortious ability
- Understand and apply the elements of the Tort of Negligence

Business Decision Making

Description of Unit

In business, good decision making requires the effective use of information. This unit gives learners the opportunity to examine a variety of sources and develop techniques for four aspects of information: data gathering, data storage, and the tools available to create useful information and present it.

Computers are used in business for much of this and thus the appreciation and use of appropriate IT software is central to the completion of this unit. Specifically, learners will use spreadsheets and other software for data analysis and the preparation of information. The use of spreadsheets for the manipulation of numbers, and understanding of how to apply the results, are seen as more important than the mathematical derivation of formulae used. They will also gain an appreciation of information system currently used at all levels in an organization as aids to decision making.

To achieve this unit a learner must:

- Use a variety of sources for the collection of data, both primary and secondary
- Apply a range of techniques to analyse data effectively for business purposes
- Produce information in appropriate formats for decision making in an organizational context
- Use software-generated information to make decisions at operational, tactical and strategic levels in an organization

Business Strategy

Description of Unit

The aim of this unit is to develop learners' abilities to evaluate and select strategies appropriate to business organizations. This will involve an analysis of the impacts of the external operating environment and the need to plan organizational strategies to ensure effective business performance.

To achieve this unit a learner must:

- Analyse how the business environment is considered in strategy formulation
- Understand the process of strategic planning
- Examine approaches to strategy evaluation and selection
- Analyse how strategy implementation is realized

Research Project

Description of Unit

This unit is designed to introduce learners to the techniques and methods of research. The unit addresses a variety of research methodologies, including the opportunity to carry out interventionist or action research.

Learners will be required to produce a project report based on independent research into an area of professional business practice that interest them and will add to their professional development.

The study should use other primary and secondary sources of information, and should be an exploration of a current major issue. The study undertaken should build on knowledge, skills and understanding that have been achieved in other units. Tutor approval should be sought before commencing study.

To achieve this unit a learner must:

- Prepare a research proposal relating a specified area of business
- Conduct research using primary and secondary sources of information
- Carry out the research project into a specified area of business
- Present and evaluate the findings with regard to the initial proposal