

# SUBJECT SYNOPSIS

## Pearson BTEC Level 5 HND Diploma in Business

### 2 Years

#### UNIT 1 - MARKETING PRINCIPLES

##### Aim

This unit aims to provide learners with understanding and skills relating to the fundamental concepts and principles that underpin the marketing process.

##### Unit Abstract

Learners will develop their own marketing mixes to meet the needs of different target groups. This includes considering the differences when marketing services as opposed to goods. A range of other contexts is examined including marketing to businesses instead of consumers and the development of international markets.

##### Learning Outcomes

On successful completion of this unit a learner will:

1. Understand the concept and process of marketing
2. Be able to use the concepts of segmentation, targeting and positioning
3. Understand the individual elements of the extended marketing mix
4. Be able to use the marketing mix in different contexts.

#### UNIT 2 - MANAGING FINANCIAL RESOURCES AND DECISIONS

##### Aim

The unit aim is to provide learners with an understanding of where and how to access sources of finance for a business, and the skills to use financial information for decision making.

##### Unit Abstract

Learners will learn how financial information is recorded and how to use this information to make decisions for example in planning and budgeting. Decisions relating to pricing and investment appraisal are also considered within the unit. Finally, learners will learn and apply techniques used to evaluate financial performance.

##### Learning Outcomes

On successful completion of this unit a learner will:

1. Understand the sources of finance available to a business
2. Understand the implications of finance as a resource within a business
3. Be able to make financial decisions based on financial information
4. Be able to evaluate the financial performance of a business.

#### UNIT 3 - ORGANISATIONS AND BEHAVIOUR

### **Aim**

The aim of this unit is to give learners an understanding of individual and group behaviour in organisations and to examine current theories and their application in managing behaviour in the workplace.

### **Unit Abstract**

This unit will develop learner understanding of the behaviour of people within organisations and of the significance that organisational design has on shaping that behaviour.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Understand the relationship between organisational structure and culture
2. Understand different approaches to management and leadership
3. Understand ways of using motivational theories in organisations
4. Understand mechanisms for developing effective teamwork in organisations.

## **UNIT 4 - ADVERTISING AND PROMOTION IN BUSINESS**

### **Aim**

The aim of this unit is to provide learners with the understanding and skills for using advertising, promotion and marketing communications effectively. Learners will put this into practice by planning an integrated promotional strategy.

### **Unit Abstract**

On completion of this unit learners will be able to plan an integrated promotional strategy for a business or product. This will include budget formulation, creative and media selection, and how to measure the effectiveness of their plan.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Understand the scope of marketing communications
2. Understand the role and importance of advertising
3. Understand below-the-line techniques and how they are used
4. Be able to plan integrated promotional strategies.

## **UNIT 5 - MANAGEMENT ACCOUNTING: COSTING AND BUDGETING**

### **Aim**

The aim of this unit is to provide learners with the understanding and ability to use cost information for budgeting and forecasting purposes in the management of business.

### **Unit Abstract**

The unit considers different costing and budgetary systems and the causes of resulting variances, together with the possible implications and the corrective action the business will need to take.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Be able to analyse cost information within a business

2. Be able to propose methods to reduce costs and enhance value within a business
3. Be able to prepare forecasts and budgets for a business
4. Be able to monitor performance against budgets within a business.

## UNIT 6 - BUSINESS ENVIRONMENT

### Aim

The aim of this unit is to provide learners with an understanding of different organisations, the influence of stakeholders and the relationship between businesses and the local, national and global environments.

### Unit Abstract

Learners will consider how different market structures shape the pricing and output decisions of businesses, as well as other aspects of their behaviour.

### Learning Outcomes

On successful completion of this unit a learner will:

1. Understand the organisational purposes of businesses
2. Understand the nature of the national environment in which businesses operate
3. Understand the behaviour of organisations in their market environment
4. Be able to assess the significance of the global factors that shape national business activities.

## UNIT 7 - WORKING WITH AND LEADING PEOPLE

### Aim

The aim of this unit is to develop the skills and knowledge needed for working with and leading others, through understanding the importance of recruiting the right people for the job.

### Unit Abstract

Learners will have the opportunity to develop their own leadership skills as well as building on the skills and knowledge needed to manage and lead people and teams in an organisation. Learners will explore ways to manage teams and individuals as well as motivating staff to perform better whilst meeting the aims of the organisation.

### Learning Outcomes

On successful completion of this unit a learner will:

1. Be able to use recruitment, selection and retention procedures
2. Understand the styles and impact of leadership
3. Be able to work effectively in a team
4. Be able to assess the work and development needs of individuals.

## UNIT 8 - BUSINESS DECISION MAKING

### Aim

The aim of this unit is to give learners the opportunity to develop techniques for data gathering and storage, an understanding of the tools available to create and present useful information, in order to make business decisions.

### Unit Abstract

Learners will gain an appreciation of information systems currently used at all levels in an organisation as aids to decision making.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Be able to use a variety of sources for the collection of data, both primary and secondary
2. Understand a range of techniques to analyse data effectively for business purposes
3. Be able to produce information in appropriate formats for decision making in an organisational context
4. Be able to use software-generated information to make decisions in an organisation.

## **UNIT 9 - SMALL BUSINESS ENTERPRISE**

### **Aim**

The aim of this unit is to give learners the opportunity to focus on the processes involved, through change management, of reviewing and improving the performance of a small business enterprise.

### **Unit Abstract**

This unit is designed primarily for learners who are interested in small business enterprises and looks at the development and expansion of these businesses. The unit will be particularly appropriate for learners currently working in a small business enterprise. The unit is also appropriate for learners who have had work placements or work experience in small businesses and for learners who wish to pursue careers in the small business sector of the economy.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Be able to investigate the performance of a selected small business enterprise
2. Be able to propose changes to improve management and business performance
3. Be able to revise business objectives and plans to incorporate proposed changes
4. Be able to examine the impact of change management on the operations of the business.

## **UNIT 10 - ASPECTS OF CONTRACT AND NEGLIGENCE FOR BUSINESS**

### **Aim**

The aim of this unit is to give learners the opportunity to focus on the processes involved, through change management, of reviewing and improving the performance of a small business enterprise.

### **Unit Abstract**

The unit introduces the law of contract, with a particular emphasis on the formation and operation of business contracts. Learners are encouraged to explore the content of these agreements and then develop skills relating to the practical application of business contracts, including offer, acceptance, intention, consideration and capacity. Relevant case law examples will be covered. Learners will consider when liability in contract arises, the nature of the obligations on both sides of the contract, and the availability of remedies when a contract is not fulfilled in accordance with its terms.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Understand the essential elements of a valid contract in a business context
2. Be able to apply the elements of a contract in business situations
3. Understand principles of liability in negligence in business activities
4. Be able to apply the principles of liability in negligence in business situations.

## UNIT 11 - HUMAN RESOURCE MANAGEMENT

### **Aim**

This unit provides an introduction to the concepts and practices of human resource management within the United Kingdom and focuses on the management of recruitment, retention and employment cessation.

### **Unit Abstract**

This unit considers how human resource management deals with these aspects of working. However, the focus of human resource management has moved beyond personnel management towards a more proactive approach that, in addition to the traditional roles associated with staff management, also considers how to get the best people and the best out of people so that they work in roles and ways that are closely aligned to organisational objectives.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Understand the difference between personnel management and human resource management
2. Understand how to recruit employees
3. Understand how to reward employees in order to motivate and retain them
4. Know the mechanisms for the cessation of employment.

## UNIT 12 - QUALITY MANAGEMENT IN BUSINESS

### **Aim**

The aim of this unit is to enable learners to understand the concept of quality and quality management and define it in the context of business and service operations.

### **Unit Abstract**

In this unit learners will learn about the concept of quality, its wide range of meanings and quality management. It is a term that can be used in a variety of contexts, as a result it is hard to define. 'Total Quality Management' seeks to ensure that all processes relating to the production of goods and services are of the highest quality. Quality control is concerned with maintaining quality standards by monitoring and taking action when quality falls below those standards. 'Quality assurance' is a term used where a supplier guarantees the quality of goods and allows the customer access during the production period.

Customer satisfaction is at the heart of quality management, but this, in itself, implies a different concept of quality. Customers are becoming more sophisticated and more demanding, requiring superior performance from goods or services and quicker responses from suppliers. Quality has been defined as 'fitness for purpose' but needs to be aimed at the needs of the consumer, driven by what the consumer wants and will pay for.

### **Learning Outcomes**

On successful completion of this unit a learner will:

1. Understand the different approaches to quality management appropriate to commercial operations
2. Understand the benefits of quality management in a business and services context

3. Understand a range of quality controls and how service to the customer can be improved
4. Be able to apply the principles of quality management to improve the performance of an organisation.

## UNIT 13 - SALES PLANNING AND OPERATIONS

### Aim

The aim of this unit is to provide learners with an understanding of sales planning, sales management, and the selling process, which can be applied in different markets and environments.

### Unit Abstract

The unit starts with an overview of how personal selling fits within the overall marketing strategy for a business. Learners will be taken through the main stages of the selling process, and be expected to put them to use. Once they are confident about the selling process, learners will investigate the role and objectives of sales management. This is knowledge that can be applied to a wide range of organisations.

Finally, learners will be able to start planning sales activity for a product or service of their own choice – this is another valuable skill that is transferable to many different situations learners may find themselves in as they move into employment or higher education.

### Learning Outcomes

On successful completion of this unit a learner will:

1. Understand the role of personal selling within the overall marketing strategy
2. Be able to apply the principles of the selling process to a product or service
3. Understand the role and objectives of sales management
4. Be able to plan sales activity for a product or service.

## UNIT 14 - BUSINESS STRATEGY

### Aim

The aim of this unit is to give learners the knowledge and understanding of how a business unit can strategically organise and plan for likely future outcomes in order to be successful.

### Unit Abstract

The unit starts with an overview of how personal selling fits within the overall marketing strategy for a business. Learners will be taken through the main stages of the selling process, and be expected to put them to use. Once they are confident about the selling process, learners will investigate the role and objectives of sales management. This is knowledge that can be applied to a wide range of organisations.

Finally, learners will be able to start planning sales activity for a product or service of their own choice – this is another valuable skill that is transferable to many different situations learners may find themselves in as they move into employment or higher education.

### Learning Outcome

On successful completion of this unit a learner will:

1. Understand the process of strategic planning
2. Be able to formulate a new strategy
3. Understand approaches to strategy evaluation
4. Understand how to implement a chosen strategy

## UNIT 15 - FINANCIAL SYSTEMS AND AUDITING

### **Aim**

The aim of this unit is to enable learners to develop understanding and skills in the management of business accounting systems and the conduct and reporting of audits.

### **Unit Abstract**

In this unit learners will develop skills to evaluate the accounting systems of a business, using both computerised and manual records, and apply fundamental concepts. Learners will also analyse the management control systems of a business and evaluate their effectiveness, particularly in terms of controls and safeguards against error and fraud.

This unit will also enable learners to develop audit skills by contributing to the planning and performance of an audit and the preparation of an audit report.

### **Learning Outcome**

On successful completion of this unit a learner will:

1. Understand the importance of keeping effective accounting systems within a business
2. Be able to analyse the management control systems of a business
3. Be able to contribute to the planning and conduct of an audit assignment
4. Be able to prepare audit reports

## UNIT 16 - RESEARCH PROJECT

### **Aim**

To develop learners' skills of independent enquiry and critical analysis by undertaking a sustained research investigation of direct relevance to their Higher Education programme and professional development.

### **Unit Abstract**

This unit is designed to enable learners to become confident using research techniques and methods. It addresses the elements that make up formal research including the proposal, a variety of research methodologies, action planning, carrying out the research itself and presenting the findings. To complete the unit satisfactorily, learners must also understand the theory that underpins formal research.

The actual research depends on the learner, the context of their area of learning, their focus of interest and the anticipated outcomes. The unit draws together a range of other areas from within the programme to form a holistic piece of work that will make a positive contribution to the learner's area of interest. Learners should seek approval from their tutors before starting their research project.

### **Learning Outcome**

On successful completion of this unit a learner will:

1. Understand how to formulate a research specification
2. Be able to implement the research project within agreed procedures and to specification
3. Be able to evaluate the research outcomes
4. Be able to present the research outcomes