



New College Durham

FdA Business and Management Level 4

COURSE GUIDE

2017-18



Course Details

To help you understand the nature of your chosen higher education course, the government have developed a guide called the Framework for Higher Education Qualifications or FHEQ for short. The framework places higher education qualifications into a series of levels which continue on from level 3 qualifications such as 'A' levels, BTEC National and NVQ Level 3 awards.

The current FHEQ is shown below. However, do remember this framework is reviewed at a national level and can be subject to change.

FHEQ	Level	National Qualifications Framework
Doctorates	D Doctoral	8
Master's Degrees, Postgraduate Certificates, Postgraduate Diplomas	M Masters	7
Bachelor Degrees with Honours, Graduate Certificates and Graduate Diplomas and PGCE	H Honours	6
Foundation Degrees, Diplomas of Higher Education, BTEC Higher National Diplomas and other Higher Diplomas	I Intermediate	5
Higher National Certificates and Certificates in Higher Education	C Certificate	4

All higher education programmes in the United Kingdom on the FHEQ are regulated and quality assured by the Quality Assurance Agency, (QAA). If you are interested in finding out a little more about QAA and its role in assuring the quality of higher education here at the College and other higher education providers, then just visit their website www.qaa.ac.uk

Course and Module Overview

Your course is student-led and focuses on developing academic skills and practical skills to enhance your employability. There will be an emphasis on your ability to plan and manage your own learning on an individual as well as group basis. Your Course Leader will guide you and support you through the programme. The following course overview provides a useful reference point for module study.

Level 4	Semester 1	Semester 2
	Personal Professional Development 1 (M)	
	Innovation and Enterprise (M)	
	Managing People (M)	*Sales and Marketing (O)
	Business Environment (M)	*Events Management (O)
		*Leading People (O)
Level 5	Semester 1	Semester 2
	Personal Professional Development 2 (M)	
	Work Related Learning (M)	
	Entrepreneurship (M)	Logistics and Supply Chain Management (O)
	Business Finance (M)	Developing Collaborative Relationships (O)

***Optional modules for level 4 will depend on your programme**

M= Mandatory

O= Optional

Modules Studied at Level 4

Personal & Professional Development 1 (20 credits)

This module is devised to help students develop the skills needed to become higher education students. They will also be introduced to models of reflection, so that they can reflect on their personal development in the development of transferable / employability skills they are gaining throughout the course.

Innovation & Enterprise (20 credits)

This module has been designed in line with Business Durham and is to aid students developing their innovation, idea generation and enterprise skills. Students will have the opportunity to explore and create innovation plans to aid problem solving. Students will learn about local and famous innovators and entrepreneurs.

Business Environment (20 credits)

This module aims to develop students' knowledge and understanding of a modern business environment. Students will develop their understanding of how structure and culture supports the achievement of business objectives. Through research students will gain knowledge of internal and external factors that influence the strategic direction of a business as well as a consideration of the factors a business should consider when operating within global markets.

Managing People (20 credits)

This module aims to help students understand the different recruitment and selection procedures that operate within business and they will learn how to manage and develop people using a variety of different techniques including motivation and talent management approaches. They will learn how to use HR systems and processes to ensure that legal requirements are met along with Health and Safety and well-being needs. They will know how to set goals and manage performance within in a team using best practice examples.

Sales & Marketing (20 credits) OPTIONAL

This module is designed to provide students with an introduction to key principles of marketing and sales. It will provide students with knowledge concerning how marketing has evolved into what it is today and what underpins marketing philosophy. It will assess the building blocks of marketing, the marketing mix, and identifies how these can elements can be integrated to enhance the customer relationship with different organisations. Students will be able to assess how organisations segment the market to target specific customer groups. Finally students will be asked to develop a marketing plan using components from the course, enabling them to think strategically from a marketing perspective.

Events Management (20 credits) OPTIONAL

This module aims to help students consider the operational practices relevant to the event management industry. Students will be expected to use theory to inform events management practice and also take the opportunity to apply skills they have developed in a business related context. This module enables students to undertake the effective planning, marketing and operations of an event or project allowing them to gain an appreciation of how event management concepts and activities are inter-related.

Leading People (20 credits) OPTIONAL

This module aims to help students discover different leadership styles and models and will allow them to understand the impact of leadership on culture. Students will understand how to create an inclusive high performance work culture and understand development opportunities through using a variety of coaching and mentoring techniques.

Modules Studied at Level 5

Personal & Professional Development 2 (20 credits)

This module aims to develop the higher education skills of the students to enable them to undertake analysis; compare research methods; develop critical thinking skills and evaluate the transferable skills they have developed whilst studying on the course.

Work Related Learning (20 credits)

This module aims develop and refine student's employability skills in order that they can maximise their employment potential either with a view to entering the jobs market or by their capacity to progress within their employing organisation and add value to it. The module will require students to undertake a skills audit. This will require them to compare and contrast the skill sets required of them either in their current work or in the types of jobs they will be seeking with the skills they currently possess, to enable them to address any skills deficiencies.

Business Finance (20 credits)

This module aims to help students understand a variety of financial strategies that are used by business and they will learn about budgeting, financial management and accounting and how to provide financial reports. They will gain an understanding of different approaches to procurement and contracting including legal requirements. They will have the opportunity to investigate the commercial context within their own or a chosen organisational setting and how this changes over time.

Entrepreneurship (20 credits)

The aim of this module is to provide students with a clear and practical understanding of the nature and operations of business, especially small businesses.

It offers an overview both of entrepreneurs as risk takers in launching new businesses, and as decision makers in the management of successful established businesses. This module enables students to produce a business proposal and related business plan increasing their knowledge and understanding of the skills related to entrepreneurship and the running of a small business.

Logistics & Supply Chain Management (20 credits) OPTIONAL

The module centres on the growth in globalisation and decline in primary and secondary industries within the UK. This modules will inform learners of the detailed planning and consideration of supply chain and logistics whilst taking into account PESTLE factors. It will allow students to consider issue and create solutions for dealing with logistics and supply chain.

Developing Collaborative Relationships (20 credits) OPTIONAL

This module aims to help students understand who the various stakeholders are within an organisation as to how they can support these in different ways to improve engagement and performance. They will understand how to shape the common purpose of the organisation as well as different approaches to conflict management and dispute resolution.

Students will develop influence and negotiation skills and be confident in having challenging conversations.

Course Awarding Body

The programme is being delivered by New College Durham. New College Durham is the awarding body for your Foundation Degree in Business and Management and the rules and regulations regarding the study and award of your qualification are available at Schoology online under 'Course Information'.

As a student studying on a higher education programme of study, it is your responsibility to make sure that you have read and understood the rules and regulations that apply to your course. These will be discussed with you as part of your induction but if you need further guidance ask your course leader or personal tutor.

Course Timetable and Assessment Plan are published on Schoology

The Course Team will endeavour to work to the published schedule throughout your course. However, there be times when the course timetable and assessment plan need to be adjusted to meet unforeseen circumstances. The Course Team will notify you of any changes at the earliest opportunity and updates will be available on Schoology.

Module Guides

For each module you will receive a module guide which will be available on the College's Virtual Learning Environment. A module guide is simply what is says, 'a guide to the module'. In the module guide you will find lots of useful information such as the contact details of the Module Leader and the teaching team. In addition, you will find a list of recommended reading and details of the module assessment methods.

Module Learning Outcomes

Inside each module guide you will notice Learning Outcomes.

These are elements of knowledge and skill we intend that you will learn from completing a particular module. The entire individual module Learning Outcomes build together to ensure across the programme you have a good breadth and depth of learning.

The main categories of Learning Outcomes fall into are:

- **Knowledge and Understanding (KU)** – these detail what you need to know and understand (what it says on the tin!). This may include particular theories, concepts or principles.
- **Course Skills (CS)** – these are employability skills that will easily transfer into the workplace and be very useful when progressing to level 6 study.

Course Learning Outcomes

Key: **KU** = Knowledge and Understanding **CS** = Course Skills

NO	Course Outcome
KU4.1	Understand innovative business organisations, and the different business environment in which they operate.
KU4.2	Differentiate organisations of a diverse nature, considering the internal aspects, processes and functions including governance and corporate behaviours and cultures.
KU4.3	Compare management procedures and practices including theories, models, frameworks and roles of management behaving ethically.
KU5.1	Critically evaluate organisations, and the fast pace of change affecting them including economic, environmental, cultural, ethical, legal, political, digital and technological factors affecting strategy and sustainability of organisations.
KU5.2	Explore and synthesise management resources, including supply chain, procurement, quality systems and the impact of this on organisational behaviour, cross-cultural issues, change, diversity and values.
KU5.3	Critique the management of people and the decision making processes within different organisations appreciating links to policy and strategy to meet stakeholder interests and enterprise development.

CS4.1	Communicate Effectively
CS4.2	Work effectively with others to build a team and motivate others
CS4.3	Critically analyse facts and draw conclusions
CS5.1	Demonstrate networking and commercial acumen skills
CS5.2	Apply numerical techniques
CS5.3	Demonstrate innovation, creativity and enterprise skills

Outcomes to Modules Overview

“A” in a box represents where a programme outcome will be assessed.

Module Title Level 4	KU4.1	KU4.2	KU4.3			
PPD1	A					
Innovation & Enterprise	A	A				
Managing People	A	A	A			
Business Environment	A	A	A			
Events Management	A	A				
Leading People			A			
Sales & Marketing	A	A	A			
Module Title Level 5				KU5.1	KU5.2	KU5.3
PPD2				A		A
WRL				A		A
Entrepreneurship				A	A	A
Business Finance					A	
Developing Collaborative Relationships						A
Logistics & Supply Chain Management					A	

Teaching, Learning and Assessment

The nature of the programme is directly applicable to work situations and theory is related to practical work based situations. Each individual module will use different teaching and learning strategies depending upon the nature of the subject. The teaching and learning strategies will include a combination of different approaches including but not limited to:

Lectures: The purpose of a lecture is to introduce the relevant theories/knowledge of the individual topic areas within a subject.

Workshops/Seminars: The purpose of the workshop/seminar is to develop the students understanding of the theories from the lectures by using case studies, role-plays and exercises.

Academic Tutorials: The purpose of the tutorials is to develop study/academic skills, for example, research/information gathering. The development of these study/academic skills will assist in your learning throughout the programme.

Feedback and Assessment

Timely and effective feedback on assessments are integral to the learning process. Within your programme a range of key 'formative' and 'summative' assessment methods are used. In summative assessments marks awarded are included in your record of progress and will contribute to your overall award classification.

Formative work does not directly count towards foundation degree classification; it is important to remember however that formative work is designed to help you achieve the best mark you can in summative work so you should ensure that you fully engage in all work that your tutors set. You will complete a range of different formative and summative assessments throughout your course and these are designed to motivate, stimulate and inform learning and will include assessment types such as: case studies, simulations, essays, presentations, reports, time constrained tests and portfolios.

You will receive timely and constructive feedback on both formative and summative work. The feedback will clearly identify the strengths of your work and identify those areas for further development. Guidance will be provided on how to strengthen these areas. Feedback will be provided through a variety of mechanisms, as appropriate, and you will be encouraged throughout the programme to seek, reflect upon, and, respond to feedback. In addition to more formal feedback on summative work you should remember that feedback is provided in many different forms.

Note: You should receive summative assessment feedback within 4 weeks of submitting the assignment – please note that the 4 weeks does not include scheduled college holidays.

You are further encouraged to engage in feedback you receive on your work through our personal tutoring system. At appropriate times throughout the programme personal tutors will ask you to bring along any feedback you have received so that this can be discussed further particularly with respect to what you are doing well and those areas that you could develop in the future. It is often useful to reflect on feedback collectively in this way and you will be provided with a form that will help you do this.

How and where to submit completed assessments

Your course team will give you procedural details for the submission of assignments for each individual module. Academic staff will under no circumstances collect assignments from you.

The best advice is to be well prepared. It's often the little things that can trip you up, such as leaving an assignment to the last minute and then running out of ink in your printer, or leaving your reference list to last and then realising you didn't keep a record of the sources you used. Take an organised approach in completing and submitting assignments to achieve the best results for you.

Some important Information about the submission of assessments and re-sit opportunities:

1. You must attempt all assessments at the first opportunity.
2. You must work on each assessment (essay, project, report or portfolio) for every module. You should do this even if you don't think you can fully complete the piece of work.
3. An Assessment Board, (which meets at defined stages of the academic year to look at all your marks), will decide whether you can re-sit or repeat study. The Assessment Board will take into account whether you have attempted all assessments. It is much more likely to give you an opportunity to take resit or repeat study if you have attempted all assessments. It is less likely to give you this opportunity if there are some assessments which you did not attempt at the first opportunity.
4. If you are unclear about this information or feel you are at risk of not being able to attempt any assessment, you should contact a member of academic staff for further advice before the hand-in / examination date as there are a variety of ways in which support can be given.

Module and Course Evaluation

At the end of your course the Course Team complete a course evaluation. The Course Team take your comments and feedback and reflect on these to evaluate the course as a whole. The course External Examiner takes part in this process and uses this feedback to help write a report on the performance of the programme which is then made available to you to read. This evaluation and feedback loop, in which you play a valuable part, is a vital element of how we enhance the quality of the student experience for foundation degree courses.

Attendance

A record of your attendance is kept and attendance patterns monitored. If you are going to be absent for any reason you need to notify your Module Lecturer or Course Leader. You are also advised to continue to follow your employer's sickness/absence policies when attending study days at College. If you do not make the teaching team aware of the reason for your absence this will be recorded as an unauthorised absence on the college registration system. Where you are going to be on holiday this absence should be notified to the teaching team and your attendance record will be amended accordingly. It should be noted that low attendance record on your course could affect your academic progression and achievement.

Cancelled Classes

The College recognises the beneficial impact on the overall student experience, of clear and effective communication arrangements between course teams and their students. There will be occasions when a tutor is unable to deliver a timetabled class due to sickness or personal circumstances. The College may be informed of these circumstances at short notice. The College will, in the first instance, try to identify an alternative member of staff to cover the class. However, if a suitable member of staff cannot be identified, the College will inform affected students of the temporary class postponement by a combination of face to face announcements, e-mail, the college VLE, telephone, SCIPS, and text message. In addition to announcements through these communication channels, an official notice will be placed on the classroom door advising of the postponement. It is important, that in these circumstances, the time is used wisely for self-study and reading. Please note any cancelled classes are a postponement. The Course Leader will ensure that any learning missed due to a cancelled class, will be delivered at a later date.

The Student Voice and Programme Evaluation

As a student at New College Durham, we actively use a range of methods to seek your views and ideas about college higher education provision. There are many ways for you express your thoughts and ideas including college and national surveys. The National Student Survey for example, surveys every final year student at every university and college in England and Wales between January and March each year and publishes the student satisfaction results on the Unistats website. We also ask you to formally evaluate of your studies through college module evaluation activities and the role of Higher Education Student Representative is a vital one in feeding back student views on college services. Each group, at the start of the course, elects a Representative to represent student views and opinions at course meetings and reviews and they are supported by the Students' Union at the College. The important part in using your student voice is that we, as course team and college, want to listen to your views and opinions so we are able to continually improve our service to you both now and in the future.