



PEARSON BTEC HIGHER NATIONAL DIPLOMA (HND) in
Business: Entrepreneurship and Small Business
Management (RQF)

Qualification Code:	601/8365/2
Study Type:	Full Time
Academic Level:	Level 4/5
Course Fee:	£6,000 (Per Year)
Award:	HND Business: Entrepreneurship and Small Business Management
Awarded by:	Pearson
Course Length	2 Years
Teaching Weeks	30
Teaching Hours	21 (12 per week, including 9 independent study)

Course Summary

This course is designed for students seeking a vocationally oriented higher education qualification available after two years full-time study. It will also appeal to mature students re-entering higher education.

The vocational orientation of the programme is achieved via an applied and contextualised approach to learning. A future-oriented curriculum combined with a focus on enterprise, entrepreneurship and business sustainability help to prepare students to make a valuable contribution in the workplace and wider community. The programme also encourages the development of lifelong learning skills and instils the values of global citizenship.

Course Delivery

The methods used across this course are varied to enable access to the curriculum for all students. Usual delivery methods include lectures, classroom discussions, case studies, group work and presentations. Each unit is assigned a national level indicator of 4 or 5, indicating the relative intellectual demand, complexity and depth of study, and learner autonomy.

At Level 5 the emphasis is on application and evaluation of contrasting ideas, principles, theories and practices, greater specialisation in the field of study, and an increasing independence in systematic enquiry and analysis.

The following pages give more detailed information about each individual unit including the aim of unit, in terms of business knowledge, and the learning outcomes associated with each unit that will be studied.

The following units of study are delivered on the HND Business: Entrepreneurship and Small Business Management

Level 4 (Year 1) - 120 credits

Unit 1 Business and the Business Environment (15 credits)

Unit 2 Marketing Essentials (15 credits)

Unit 3 Human Resource Management (15 credits)

Unit 4 Management and Operations (15 credits)

Unit 5 Management Accounting (15 credits)

Unit 6 Managing a Successful Business Project (Pearson-set) (15 credits)

Unit 8 Innovation and commercialisation (15 credits)

Unit 9 Entrepreneurship and Small Business Management (15 credits)

To make up the total of 16 units, a further 7 units will be taken in year 2. The list below contains units to be studied.

Level 5 (Year 2) - 120 credits

Unit 11 Research Project (Pearson-set) (30 credits)

Unit 12 Organisational Behaviour (15 credits)

Unit 27 Identifying Entrepreneurial Opportunities (15 credits)

Unit 28 Launching a New Venture (15 credits)

Unit 29 Managing and Running a Small Business (15 credits)

Unit 32 Business Strategy (15 credits)

Unit 42 Planning for Growth (15 Credits)

Achievement of the HND gives 240 credits at FHEQ level 5

Units – Level 4 Business: Entrepreneurship and Small Business Management

Unit 1: Business and the Business Environment

The aim of this unit is to provide students with background knowledge and understanding of business, the functions of an organisation and the wider business environments in which organisations operate. Students will examine the different types of organisations (including for profit and not for profit), their size and scope (for instance, micro, SME, transnational and global) and how they operate.

Unit 2: Marketing Essentials

This unit is designed to introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including products/services that they encounter in their own daily lives.

Unit 3: Human Resource Management

The aim of this unit is to enable students to appreciate and apply principles of effective Human Resource Management (HRM). People are the lifeblood of any organisation and being able to attract, recruit and retain talented staff is at the core of all HRM activity. This unit will explore the tools and techniques used in HRM to maximise the employee contribution and how to use HR methods to gain competitive advantage.

Unit 4: Management and Operations

The aim of this unit is to help students understand the difference between the function of a manager and the role of a leader. Students will consider the characteristics, behaviours and traits which support effective management and leadership. In addition, this unit will introduce the concept of operations as both a function and a process which all organisations must adopt to conduct business. Students will be introduced to contemporary and historical theories and concepts which will support their learning for this unit.

Unit 5: Management Accounting

The overall aim of this unit is to introduce the fundamentals of management accounting which apply to the wider business environment and the organisations which operate within that environment. Students will explore how management accounting uses financial data to aid planning decisions, and the monitoring and control of finance within organisations.

Unit 6: Managing a Successful Business Project

This unit is assessed by a Pearson-set assignment. The project brief will be set by the centre, based on a theme provided by Pearson (this will change annually). The theme and chosen project within the theme will enable students to explore and examine a relevant and current topical aspect of business in the context of the business environment.

Unit 8: Innovation and Commercialisation

This unit aims to equip students with a comprehensive understanding of innovation and commercialisation. In today's competitive landscape it is critical that organisations continually innovate both their product offering and their processes to ensure that they remain competitive in the market. The aim of the unit is to give students cutting-edge knowledge as well as practical application of the keyways organisations become more innovative whilst remaining commercially driven

Unit 9: Entrepreneurship and Small Business Management

This unit provides students with an understanding of the definition and scope of entrepreneurship and an understanding of the enablers and barriers to business start-up. Students will learn about the influence of national culture and economy on entrepreneurship and will explore the personal characteristics of entrepreneurs and the impact of personal situational factors, including education and background. Students will also learn about the role and importance of small firms to the economy, and about social enterprise and the social economy.

Units – Level 5 Business: Entrepreneurship and Small Business Management

Unit 11: Research Project

The aim of this unit is to offer students the opportunity to engage in sustained research in a specific field of study. The unit enables students to demonstrate the capacity and ability to identify a research theme, to develop research aims, objectives and outcomes, and to present the outcomes of such research in both written and verbal formats. The unit also encourages students to reflect on their engagement in the research process during which recommendations for future, personal development are key learning points.

Unit 12: Organisational Behaviour

The aim of this unit is to develop a student's understanding of the influence culture, politics and power have on the behaviour of others in an organisational context. Students will be in a position to apply the principles of organisational behaviour to a variety of business situations.

Unit 27: Identifying Entrepreneurial Opportunities

The role of the entrepreneur is to weigh up opportunities, threats and personal capacity to translate an opportunity into a business idea. This unit provides students with an understanding of where new venture ideas come from and gives them the opportunity to investigate and evaluate a new venture idea.

Unit 28: Launching a New Venture

This unit provides students with a practical understanding of what is required to successfully launch a new venture. It gives students an opportunity to work within a small team to fully plan the launch of a specific new venture idea. They will learn about and work through the stages of planning to launch the venture culminating in a group presentation of a launch plan.

Unit 29: Managing and Running a Small Business

This unit will provide students with a practical understanding of the key aspects of running a small business or social enterprise. Students will learn about the activities

involved in running a small business, including developing good relationships with customers, planning and allocating operational resources, forecasting and budgeting, interpreting financial statements, recruitment and retention of staff, leadership and building a team, dealing with legislation and regulation and how to put together a business plan.

32: Business Strategy

The aim of this unit is to develop students' awareness of the different kinds of strategy which could be used in an operational, tactical or strategic role for an organisation. This will be underpinned by a thorough knowledge and understanding of the theories, models and concepts which could significantly support an organisation's strategic choice and direction.

Unit 42: Planning for Growth

This unit provides students with an appreciation of how small and medium enterprises (SMEs) develop and grow. Students will learn about and apply techniques for identifying opportunities for growth, and appraise options for achieving growth, including via collaboration.

Students will also learn about the sources of investment finance and consider how an SME attracts investors.

Assessment

Assessment is by a combination of coursework, assignments and projects. All assessments are externally verified by the Awarding Body Pearson

Modules are assessed using a variety of assessment activities designed to enable students to demonstrate achievement of the programme aims, learning outcomes and the development of transferable skills. As such they are intended to develop and assess the practical knowledge and skills relevant to practicing managers in the business sector. The expectation is that as well as being able to do the things they are supposed to do, students also know about the world around them.

Progression

A key progression path for Pearson HND Diploma students is to the second or third year of a degree or honours degree programme, depending on the match of units between those studied on the level 4 and level 5 Diploma and the chosen HE institution.

Employability

This course has been designed with the advice and assistance of employers. Many of the assignments will replicate the tasks and skills which will be encountered in employment and regular contact with employers will be maintained by, for example, inviting guest speakers to address students.

Possible career paths from HND in Business: Entrepreneurship and Small Business Management include:

- Assistant Marketing Manager
- Business Manager
- Entrepreneur
- Project Manager
- Junior Social Media Executive

Support for Students

Throughout the course students will be allocated a Personal Academic Tutor who will:

- Support academic development and progress. This will include guidance in relation to Personal Development Planning
- Act as the first point of call for any issues or problems arising whilst at the Academy

The provision of additional formal sessions for academic tutoring and support across all of the subject areas is a key feature of this course. Typically, meetings with each subject tutor will take place once each semester and with the Personal Academic Tutor will take place at least four times during the course of the academic year, although some of these meetings may be in groups. However, contact with tutors is encouraged at any time as required.

Additionally, the following resources will also support learning during the course:

- Bespoke induction programme including inputs from Student Services as well as course staff
- Course Handbook and module outlines which include details of the weekly learning schedule, reading list, assignments etc
- A dedicated Librarian for the course
- A bespoke VLE to provide access to learning materials, exercises and discussions
- Email (via student email address) to access the Course Leader and module tutors
- Student representation on School committees, including the Course Management Committee, to address course-wide issues and offer feedback (from students on all modules)

Student Voice

Everything we do is focused on the student experience, as a result we hold frequent feedback sessions for you to help us improve your experience and to share your ideas for the academy. We also have a student council formed of student representatives who meet with the BAJ leadership team to collaborate on future decision making.

Admissions Policy

The admissions policy for this programme seeks to be inclusive and to encourage participants from a wide and diverse range of backgrounds through equal opportunity

Entry Requirements

Students will have one of the following:

- Students must be over 18 years of age.
- A Level 3 qualification (60 credits or above), preferably in Business.
- GCSE maths and English (grade 4-5 (C) or above, or Level 2 equivalent to CEFR level B2. (Exempt where applicant has completed a 60 credit Level 3 Course in Business in the UK)
- Mature applicants without formal qualifications, require 2 or more years work experience in related field, personal statement, English and maths assessment equivalent to CEFR level B2. (CEFR - The Common European Framework of Reference for Languages)
- A Level 3 qualification (30 credits or below), plus English language skills will be assessed by the College through initial assessment equivalent to CEFR level B2.
- There will also be a one-to-one interview session to understand students' motivations to learn.

Please note: This information provides a brief summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module outlines and the Course Handbook.