



Programme Specification:

DIPLOMA IN BUSINESS MANAGEMENT (SCQF LEVEL 11)

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1 Introduction and Summary

The EduQual Diploma in Business Management (SCQF Level 11) is a Regulated Qualifications Framework (RQF) equivalent Level 7 qualification. It is designed to meet the needs of senior/middle managers in the running of their businesses, and to facilitate their progression to higher levels within their organisation. Managers need to be aware of issues, able to analyse their potential outcomes and consequences, and decide how to react. They do not have to be expert in all areas of business but they need to possess a general awareness of what specialist facilities and services exist, and how they can assist in carrying out that role. The programme includes contemporary topics reflecting key issues within the 21st century business environment, as well as the latest developments in management research.

The programme has been produced to conform to the requirements of the RQF, the SCQF, the National Occupational Standards for Management and Leadership (NOS) and the relevant Quality Assurance Agency (QAA) subject benchmark statements.¹

2 Aims

The aims of this programme will allow learners to:

- Apply theoretical understanding of business and management to complex and current business issues and the impact of the external environment, with a view to improving business practice
- Critically reflect upon own leadership and management skills and thereby allow learners to prepare for senior roles within their organisation
- Develop a lifelong learning attitude to education and training
- Gain a critical insight into contemporary research and leading-edge practice within the field of strategic management
- Develop considerable autonomy in their learning and enhance their ability to plan, implement and evaluate consultancy projects in a group context
- Demonstrate originality and enterprise in approaching complex business issues
- Demonstrate self-direction, initiative and autonomy in research and scholarship towards solutions to organisational problems in a chosen field of management
- Critically evaluate proposed solutions to business problems.

¹ QAA Master's in Business and Management June 2015 (Type 3).

3 Teaching, Learning and Assessment

The EduQual Diploma in Business Management (SCQF Level 11) is designed for learners who have gained a considerable degree of subject knowledge and proficiency from undergraduate studies, experience within the workplace, or both. The approach to study is essentially one of critique and evaluation: using the results of current and recent research and case studies to analyse, evaluate and appraise established methods, practices or techniques.

Teaching input is provided via a wide range of approaches including lectures and seminars (online and or face to face), video and case studies. Particular emphasis is placed on team approaches and the setting of work-based tasks at a strategic level.

Learning strategies include syndicate work, group presentations, working with local business organisations, and self-managed learning.

Assessments have a strong practical and professional orientation and enable learners to develop a range of practical management skills relevant to senior roles in their organisation. Work-based assignments are used where relevant and practical in order to help participants:

- Relate their learning to their work environment
- Increase their knowledge of that environment
- Raise their profile and ensure that their sponsor gains immediate practical benefit
- Access increased employability/progression opportunities.

4 Entry Requirements

- Honours degree, normally at a minimum of lower second class (2:2), or an equivalent qualification, plus at least two years' relevant work experience in managerial roles

Or:

- A minimum of 5 years' managerial work experience in Business Managerial roles and evidence of ability to study at postgraduate level

And:

- Applicants for whom English is not a first language will be expected to demonstrate a certified level of proficiency of at least IELTS (International English Language Testing System) 6 or above.

5 Recognition of Prior Learning (RPL)

RPL (sometimes referred to as APL) may be claimed by a learner in situations where:

- The learner has already studied SCQF/RQF equivalent Level 11/7 units that meet the learning outcomes of one or more units of this programme²
- The learner can also produce evidence to demonstrate how each of the assessment criteria of those learning outcomes have already been met.

In such a case, those matching units can be exempted from study, credits can be claimed and the evidence supporting the RPL claim can be included in the learner's portfolio of evidence when claiming the award.

6 Progression

Students completing the EduQual Diploma in Business Management (SCQF level 11) will be able to progress to the Masters stage of a university MBA (Master in Business Administration) programme.

7 Curriculum

The EduQual Diploma in Business Management is a SCQF Level 11 (RQF equivalent Level 7) programme and is abbreviated to BM on the table below. The programme consists of 5 units, all of which are compulsory, as shown:

BM Compulsory Units		
Unit Title	RQF /SCQF Level	Credits
Strategic Management	7/11	20
Strategic Financial Management	7/11	20
Change Management and Strategic Leadership	7/11	30
Strategic Resource Management in Organisations	7/11	30
Marketing Management in Practice	7/11	20
Total Credits		120

² Such RQF Level 7/SCQF Level 11 units may be regulated/accredited by any UK regulatory authority for qualifications: for example, Ofqual or SCQF.

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8 National Occupational Standards (NOS)

Some of the knowledge covered in the EduQual Diploma in Business Management (BM) maps against the underpinning knowledge of units from the NOS for Management and Leadership (2008). For more information on this, please contact us at info@eduqual.org.uk.

9 QAA Benchmark Statements

The EduQual Diploma in Business Management is a SCQF Level 11/RQF equivalent Level 7 qualification and has been developed using the QAA Benchmark Statement (2015) on Master's degree in business and management (Type 3). If you would like more information on this, please contact us at info@eduqual.org.uk.

10 Learning/Teaching Methods and Strategies

The learning outcomes will be achieved by the use of the following learning and teaching methods and strategies:

- A variety of teaching and learning strategies, including lecture, seminar, case study and video.
- Team teaching on specific modules to foster integration between various aspects of strategic management.
- A strong emphasis on syndicate work in which professional practice can be shared and exchanged.
- Guest lectures from leading edge practitioners at senior level within a global context.
- Directed private study, including reading authoritative quality texts and articles and researching appropriate data using the internet.
- Personal and professional critical self-reflection, including feedback from colleagues and superiors.
- The creation of a learning environment that fosters debate and constructive argument.
- Units which encourage students to critically assess theory and leading edge practice, with a view to creating new concepts and practices for the future.
- Practical projects which foster originality of thought and enterprise.
- Exercises which develop critical analysis of financial statements.

11 Assessment Methods and Strategies

The following assessment strategies will be adopted to achieve the learning outcomes:
Assessments in the form of management reports with a strong practical and professional orientation to the workplace will include:
<ul style="list-style-type: none"> • Case studies which critically examine key strategic issues within contemporary business organisations. • Group presentations which present arguments in a coherent and insightful manner. • Project work carried out and reported upon based on work experience.
Formative assessment will include:
<ul style="list-style-type: none"> • Peer review of work between individuals and groups • Material presented in class where clarity of argument, theoretical bases and evidence of depth of thought is supported with references to theory and currency of thought. • Feedback in class situations on topics of current interest, and from textual material and research papers and articles. • Evidence of the breadth of research may include internet sources, where appropriate to the curriculum topics covered.
Summative assessment will be by assignment which may include work such as:
<ul style="list-style-type: none"> • Management reports which critically assess strategic issues and make clear recommendations for successful implementation. • Group presentations which coherently and concisely present analysis of strategic issues. • A consultancy exercise which encourages group debate and argument, fosters originality of thought and develops sound decision-making. • An entrepreneurial project which promotes creativity and makes clear, sound recommendations for practical implementation within a specified context. • A research proposal for a business scenario which allows learners to evaluate and apply research philosophies and methodologies. • A portfolio which provides substantial and objective evidence of recent progress in leadership development. • Evidence of critical reflection.