



# Programme Specification:

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DIPLOMA IN BUSINESS AND MARKETING MANAGEMENT (SCQF LEVEL 8)

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## 1 Introduction and Summary

The EduQual Diploma in Business and Marketing Management (SCQF level 8) is a Regulated Qualifications Framework (RQF) equivalent Level 5 qualification. It offers learners the knowledge and skills needed to develop an understanding of the models, tools and techniques used in the fields of Business and Marketing Management. The course has been mapped to the National Occupational Standards in Management and Leadership and Business Administration, and learners will be able to develop the competencies they need to enter work in one of these disciplines.

Learners completing the EduQual Diploma in Business and Marketing Management (SCQF Level 8) will be able to progress onto the third year of a university honours degree in Business or Marketing.

The programme has been produced to conform to the requirements of the RQF and the relevant Quality Assurance Agency (QAA) subject benchmark statements.<sup>1</sup>

## 2 Aims

**The aims of this programme will allow learners to:**

- Build a coherent and sound foundation in marketing and business management, at a level equivalent to a Higher National Diploma, enabling graduates to choose from a wide range of career options internationally within the marketing and business disciplines<sup>2</sup>
- Pursue a specialist interest in business management and marketing and relate this expertise to professional requirements and codes of conduct in line with the National Occupational Standards (NOS) and Quality Assurance Agency (QAA) subject benchmark statements.
- Develop a wide range of intellectual and analytical abilities relevant to business and marketing, including those of critical thinking and analytical decision making
- Develop and practice the transferable skills necessary for continual personal development and to respond positively to change during careers in business and/or marketing management
- Discuss terminology, concepts, principles and techniques as utilised in marketing and general business management
- Explain the importance of the social, political, ethical, technological, environmental and global contexts in which business organisations operate and to support small- and medium-sized business enterprise (SME) decision making
- Develop the attitudes, skills and abilities necessary to work in an international business context and an awareness and appreciation of different cultural values
- Prepare for further studies at Honours degree level.

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<sup>1</sup> 2.1, 3.2 – 3.7, 4.1 and 4.2 of the 'Business and Management' Subject Benchmark Statement (February 2015).

<sup>2</sup> For example: Product/Brand Manager; Advertising Account Executive; Market Researcher, etc.

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### 3 Teaching, Learning and Assessment

Teaching and learning will be undertaken using a range of face to face learning, whether online, through tutor directed study, lectures, seminars and tutorials. Learners will be encouraged to develop their skills in self-directed learning, which will take place outside the formal classroom environment. Formative assessments will arise through projects, case studies, research and testing wherever appropriate.

Summative assessment will be through responses to assignments enabling learners to demonstrate their understanding of the subjects they have studied.

### 4 Entry Requirements

- GCSE in English and Mathematics (Grade C or above) or equivalent.
- 80 points from two or more subjects at GCE A-Level or equivalent.
- Equivalent qualification(s) will be considered.
- Applications from mature students and those offering qualifications other than GCE A-Levels are welcomed, and will be considered on an individual basis.
- 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 RQF-equivalent Level 4 or 5 units that are also equivalent to the learning outcomes of the units of this programme<sup>3</sup>
- The learner can also produce evidence to demonstrate how each of the assessment criteria 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 and Marketing Management (SCQF Level 8) may progress to the top-up stage of a university Bachelor's degree in a Business or Marketing programme.

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<sup>3</sup> Such Level 4 or 5 units may be regulated/accredited by any UK regulatory authority for qualifications; for example, Ofqual or SQA.

## 7 Curriculum

The EduQual Diploma in Business and Marketing Management (SCQF level 8) and 'BMM' on the table below) is a RQF equivalent Level 5 programme consisting of 16 units, all of which are compulsory as shown:

BMM Compulsory Units		
Unit Title	SCQF/RQF Level	Credits
Business Environment	7/4	15
International Marketing Management	8/5	15
Business Accounting	7/4	15
People & Organisations	7/4	15
Principles of Marketing	7/4	15
Business Analysis	7/4	15
IT for Business	7/4	15
Law for Business	7/4	15
Personal Development	8/5	15
Human Resource Management	8/5	15
Entrepreneurship & Innovation	8/5	15
Marketing Communications	8/5	15
Consumer Behaviour	8/5	15
Operations Management	8/5	15
Marketing Planning	8/5	15
Strategic management	8/5	15
<b>Total Credits</b>		<b>240</b>

## 8 National Occupational Standards (NOS)

Some units in the EduQual Diploma in Business and Marketing Management relate to the National Occupational Standards for Management and Leadership. For more information on how BMM units relate to NOS units in Management and Leadership, please contact us at [info@eduqual.org.uk](mailto:info@eduqual.org.uk).

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## 9 QAA Benchmark Statements

The EduQual Extended Advanced Professional Diploma in Business and Marketing Management is a RQF-equivalent Level 5 qualification, and can be compared to sections 2.1, 3.2 – 3.7, 4.1 and 4.2 within the QAA 'Business and Management' benchmark statements 2015. If you require a detailed breakdown on these benchmark statements and the way in which BMM compares to them, please contact us at [info@eduqual.org.uk](mailto: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:**

- Learning and teaching situations such as lectures, tutorials and seminars
- Live and simulated case studies
- Independent and group activities (class and non-class based)
- Speakers and subject specialists

## 11 Assessment Methods and Strategies

**The following assessment strategies may be adopted to achieve the learning outcomes:**

- Examination (seen and unseen)
- Coursework assignments (including problem solving activities, simulations, consultancy projects, individual and group reports, as well as more conventional written forms such as essays and other discursive assignments)
- Course presentations
- Reflective forms of assessment (e.g. portfolios, learner logs, and peer engagement)