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**Programme Specification**

**Title of Course: HND Business (Full Field)**

**Date Specification Produced: January 2013**

**Date Specification Last Revised: June 2020**

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each module can be found in Student Handbooks and Module Descriptors.

*Examples of completed programme specifications can be found on the* [*KU Programme Specification Archive*](http://www.kingston.ac.uk/programme-specifications/)**SECTION 1: GENERAL INFORMATION**

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| --- | --- |
| **Title:** | HND Business |
| **Awarding Institution:** | Kingston University |
| **Teaching Institution:** | Kingston College |
| **Location:** | Kingston Upon Thames |
| **Programme Accredited by:** | *N/A* |

**SECTION2: THE PROGRAMME**

1. **Programme Introduction**

This programme is designed for students who want to follow a higher education programme which is practical, covers a range of general business content, including the major management functions and has a strong emphasis on developing business skills underpinned by academic theory. The entrants to this programme will either have not achieved the necessary grades for direct entry to an honours degree from their recently taken level 3 qualifications (at home, or overseas) or in a small number of cases be more mature entrants who are recruited on the basis of their work experience.

Whilst the majority of the entrants to the course will be aiming to complete the HND and then “Top Up” to a full degree via the level 6 route provided at Kingston College (BA (Hons) Business), and also validated by Kingston University, the course is designed for diplomats to be able to enter the world of work directly on the completion of this award should they so decide. The learning from the Career and Employability Development module at level 4, and its timing, will be particularly valuable for students with such intentions. This is a full field programme.

The HND Business is awarded by Kingston University, and the Learning Outcomes are mapped closely to the Pearson / Edexcel HND in Business.

The key characteristics of this programme are;

The provision of the opportunity for students who have not achieved the necessary grades for direct entry to an honours degree from their recently taken level 3 qualifications to experience, and be successful in higher education and if they wish for them to achieve a full Honours Degree.

The course and assessment design at level 4, in particular, and the course delivery throughout, provides the opportunity for significant support to uplift the students’ academic and study abilities, and their confidence, to allow them to be successful in achieving their award despite their level of academic achievement prior to entry. In 2011/12 the progression rates on this course actually exceeded the progression rates of the comparative full honours degree course offered at Kingston College (in partnership with Kingston University) which accepts students with higher prior academic achievement. A significant number of First Class Honours Degrees have been awarded in previous years to students who originally commenced their study on HND Business (and Finance as the course was entitled).

The Business and Study Fundamentals Module at level 4 specifically provides the students with the opportunity to uplift their study skills by requiring immediate engagement with the auditing of their personal skills levels at entry, the development of a personalised learning plan, which allows them to develop their skills at their own pace, support for learning and assessment activities on the other modules running concurrently and the ability as the year ends to reflect upon their skills attainment and plan for the future.

The preparation for the world of work emphasised by the inclusion of the Career and Employability Development/HRM module at level 4 which all will study as a core component of the course and which will prepare students either for their direct progression to employment on the completion of this award, or later after the completion of the extra year of “Top Up” study.

The first year of the course will develop core study skills, almost all of which will also contribute to an improvement in the students’ employability. This year also exposes students to the general global business environment with an introduction to the fundamentals of business. Other modules introduce learning about the world of work and how the business environment, including economics, influences business, the fundamentals of marketing and an introduction to HRM and Employability. At this level, students are expected to be able to describe and structure business problems. The knowledge and skills developed in the first year provide a solid grounding that prepares students for broader and deeper study of the key management functions in the second year.

At level 5, students develop the skills to analyse and suggest recommendations to business issues whilst furthering their knowledge of Financial Management, Operations and Project Management, People & Organisations and International Business and Culture and make specific plans for employment.

Throughout the course, there is a strong emphasis on developing the skills sought by employers including the ability to manage projects and people in a dynamic business environment, and take a critical perspective on contemporary management issues. There is also a strong emphasis on Research Methods and the ability to carry out Academic Research correctly is assessed in most modules.

As mentioned above all successful students will have the opportunity to progress from their HND to a degree with one more year’s study at Kingston College on the level 6 of the BA (Hons) Business degree.

Historically, the majority of students who have completed this award have progressed to the BA(Hons) Business Programme. Those who do progress directly to employment will be aspiring to enter junior management roles within a range of organisations, from multinational to SMEs, public, private and not-for-profit.

1. **Aims of the Programme**

The main features of this programme:

* To uplift the study skills and confidence levels of entrants with prior academic performance that has prohibited their direct entry to a degree to help them to be successful in higher education and subsequently employment.
* To provide all students with an in-depth knowledge and understanding of the core elements of business and management
* To develop the intellectual skills necessary to contribute to effective business practice
* To develop subject related practical skills
* To prepare students for employment, research, further study and lifelong learning by developing their intellectual, practical and key (transferable) skills

1. **Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA Subject Benchmark Statement for Business and Management (2015) and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student.

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| **Programme Learning Outcomes** | | | | | |
|  | **Knowledge and Understanding**  On completion of the course students will be able to: |  | **Intellectual Skills**  On completion of the course students will be able to |  | **Subject Practical Skills**  On completion of the course students will be able to |
| A1 | Demonstrate a knowledge and understanding of the business environment and how it impacts upon businesses | B1 | Develop the intellectual skills necessary to contribute to effective business practice and successful study | C1 | Use planning tools in project management |
| A2 | Demonstrate an in-depth knowledge and understanding of the key functional business areas such as marketing, accounting and finance, people management, operations and project management | B2 | Identify and select relevant sources of business data for use in the successful study of business and for business decision making purposes | C2 | Demonstrate financial literacy through reading and interpreting managerial information and other data |
| A3 | Demonstrate an awareness and understanding of how business elements interrelate and affect overall organisational performance | B3 | Critically analyse and appraise business information | C3 | Search specialist databases |
| A4 | Demonstrate an understanding of current issues of international business and have an awareness of issues such as sustainability, ethics and social responsibility and how these relate to contemporary business practice | B4 | Deal critically with management and personal problems and issues in order to produce recommendations for decision and subsequent action | C4 | Conduct themselves in a professional manner whilst studying and similarly in the workplace |
| A5 | An awareness of the graduate employment market and provide an understanding of graduate level recruitment processes |  |  |  |  |

In addition to the programme learning outcomes identified overleaf, the programme of study defined in this programme specification will allow

students to develop a range of Key Skills as follows:

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| **Key Skills** | | | | | | |
| **Self Awareness Skills** | **Communication Skills** | **Interpersonal Skills** | **Research and information Literacy Skills** | **Numeracy Skills** | **Management & Leadership Skills** | **Creativity and Problem Solving Skills** |
| Take responsibility for own learning and plan for and record own personal development | Express ideas clearly and unambiguously in writing and the spoken work | Work well with others in a group or team | Search for and select relevant sources of information | Collect data from primary and secondary sources and use appropriate methods to manipulate and analyse this data | Determine the scope of a task (or project) | Apply scientific and other knowledge to analyse and evaluate information and data and to find solutions to problems |
| Recognise own academic strengths and weaknesses, reflect on performance and progress and respond to feedback | Present, challenge and defend ideas and results effectively orally and in writing | Work flexibly and respond to change | Critically evaluate information and use it appropriately | Present and record data in appropriate formats | Identify resources needed to undertake the task (or project) and to schedule and manage the resources | Work with complex ideas and justify judgements made through effective use of evidence |
| Organise self effectively, agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets | Actively listen and respond appropriately to ideas of others | Discuss and debate with others and make concession to reach agreement | Apply the ethical and legal requirements in both the access and use of information | Interpret and evaluate data to inform and justify arguments | Evidence ability to successfully complete and evaluate a task (or project), revising the plan where necessary |  |
| Work effectively with limited supervision in unfamiliar contexts |  | Give, accept and respond to constructive feedback | Accurately cite and reference information sources | Be aware of issues of selection, accuracy and uncertainty in the collection and analysis of data | Motivate and direct others to enable an effective contribution from all participants |  |
|  |  | Show sensitivity and respect for diverse values and beliefs | Use software and IT technology as appropriate |  |  |  |

1. **Entry Requirements**

The minimum entry qualifications for the programme are:

32 UCAS Tariff Points: This must include one full 6-unit award (GCE A2 or equivalent at A- level).

Access Diploma: Pass relevant subject-related Access course with a minimum of 48 credits at level 3 or above including 14 at Merit

Plus: GCSEs grade A – C in Maths and English Language

Additionally, for those for whom English is not their first language, the following (or equivalent) qualifications are also needed:

TOEFL: IELTS:

Minimum overall mark of 70 Minimum mark of 5.5 across all elements

Minimum element marks in:

Reading: 15

Listening: 15

Writing: 17

Speaking: 23

1. **Programme Structure**

This programme is offered in full-time mode, and leads to the award of HND Business. Entry is normally at level 4 with A-level or equivalent qualifications (See section D). Transfer from a similar programme is possible at level 5 with passes in comparable level 4 modules – but is at the discretion of the course team. Intake is in September.

**E1. Professional and Statutory Regulatory Bodies**

*None*

**E2. Work-based learning, including sandwich programmes**

Work placements are actively encouraged – although it is the responsibility of individual students to source and secure such placements. This allows students to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

**E3. Outline Programme Structure**

Each level is made up of four modules each worth 30 credit points. Typically a student must complete 120 credits at each level. All students will be provided with the University regulations during the Induction period, and at each level of study full details of each module will be provided in module descriptors and student module guides.

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| **Level 4** (all core) | | | | |
| **Compulsory modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** |
| Business and Study Fundamentals | BD4000 | 30 | 4 | All year |
| Business Organisations and the Wider Environment | BD4001 | 30 | 4 | All year |
| Career and Employability Development / HRM | BD4004 | 30 | 4 | All year |
| Essentials of Marketing | BD4003 | 30 | 4 | All year |

Progression to level 5 requires all 120 level 4 credits to be passed

* Students exiting the programme at this point who have successfully completed 120 credits are eligible for the award of Certificate of Higher Education.

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| **Level 5** (all core) | | | | |
| **Compulsory modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** |
| Financial and Managerial Decision Making | BD5004 | 30 | 5 | All year |
| Introduction to Project and Operations Management | BD5001 | 30 | 5 | All year |
| International Business and Culture | BD5002 | 30 | 5 | All year |
| People and Organisations | BD5005 | 30 | 5 | All year |

1. **Principles of Teaching, Learning and Assessment**

At the heart of the programme lies the combination of theory, business practice and the development of skills - those required in the immediate future for study and those subsequently required for employment. Lecturing staff with significant work experience expose students to current business developments, whilst industry guest speakers provide additional opportunities to relate these to practice. Furthermore, assignments typically require substantial primary and secondary research to be undertaken, thereby ensuring students progressively develop research skills at each level of the programme. Assessments are presented in a range of formats including formal reports, presentations and IT based formats such as website and thus develop a range of presentation skills.

The assessment strategy ensures that students have explicit formative opportunities for practice and ‘feed forward’ designed to help them achieve their full potential in summative assessment. At level 4 there will also be formative assessment type activities which will actually carry weighted marks to engage and develop the learners. Examples of this will include plans for a significant piece of coursework, online tests checking the knowledge and understanding of the requirement for assessment taking place on other modules running concurrently. A range of methods will be selected to actively engage students, including problem and enquiry-based learning, industry research and peer-assisted learning.

This programme provides specific support mechanisms to help the entrants to the course that have levels of prior academic achievement which have restricted their direct access to a degree to be successful, and these include;

Additional contact hours than might otherwise be provided on an equivalent degree course which will provide good opportunity for in class supported formative assessment.

A module at level 4 entitled “Business and Study Fundamentals” which provides not only generic study skills support but study skills and research methods support that is explicitly designed to help students succeed on the other modules that they will be studying at level 4. This aspect of the module has been designed using the experience of the workings of the successful Study Skills module that was part of the HND Business and Finance programme.

A form of assessment on the other three level 4 modules that gives a summative mark weighting to the submission of a plan for the more substantial assessments and thus gives a formal recognition to formative assessment. This will require the students to undertake formal planning before embarking on larger scale assessment and will also provide them with constructive feedback on their plans prior to the start of the actual construction of their assessment work.

A style of teaching in the classroom that is particularly learner focused, interactive and individual (perhaps more than might be expected on some comparative level 4 study).An example of this appears in the Business and Study Fundamentals Module where learners will be able to proceed through study skills online assessments at their own pace.

The assessment design will include a recognition of the learners’ need for more bite size learning and continual learning (particularly at level 4) than might be seen on other comparable awards.

Students will have a tutor allocated to them at each level of study. Each student will have a series of individual tutorials to review and reflect on Programme progress to-date and forthcoming milestones. All students will be encouraged to develop an Individual Learning Plan. Group tutorials are arranged as required to allow students to consolidate employability and core key skills and to ensure they are aware of progression options at all stages of their Programme. The tutorial support programme provided at the College is one that received commendation at a recent University Internal Subject Review and is designed to achieve all of the minimum aims and requirements of the University’s Personal Tutor Scheme (PTS), contains all of the essential characteristics of that scheme and includes contact between student and tutor in excess of the scheme’s requirements.

To further support students and integrate the role of the personal tutor within the academic course structure, all personal tutors will be advised of the nature and timing of the assessments for each module on their tutee's course. This will enable tutors to identify and discuss areas of strength and weakness in each individual student's skills and knowledge set. The personal tutors will also, where practical, teach modules to the students and thus the concept of their “experiencing” the course with the student will be developed.

In addition, early formative and summative assessment (specifically on the Study Fundamentals module) during the first five weeks of the course is used to monitor student engagement with both in-class and online learning. Students who are considered 'at risk' due to low engagement can be identified and advised by the personal tutor, with the support of the student liaison team, where issues are non-academic.

1. **Support for Students and their Learning**

Students are supported by:

* Module leader for each module
* A Course Director to help students understand the programme structure
* A designated programme administrator
* Personal Academic Tutors
* Careers and Employability Service and the College’s Information Advice and Guidance Unit
* Placement advice, guidance and support
* Learning Resources Academic Skills Centre (LASC)
* Technical support to advise students on IT and the use of software
* An induction week at the start of the programme
* On-going re-induction sessions at appropriate points in the course
* Student Voice Committee
* Moodle - a versatile on-line interactive intranet and learning environment
* Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
* Disabled student support
* The Students’ Union (you will be a member of both Kingston College and Kingston University’s Student Union)

1. **Ensuring and Enhancing the Quality of the Course**

The University and College have several methods for evaluating and improving the quality and standards of its provision. These include:

* External examiners
* Boards of study with student representation
* Annual review and development
* Periodic review undertaken at the subject level
* Student evaluation
* Student Voice Committees
* Moderation policies
* Informal feedback mechanisms including Student Quality Circles

1. **Employability Statement**

Developing employable diplomats/graduates is at the heart of this programme. At all levels students have the opportunity to engage in work related projects drawing on case studies and real life scenarios and all modules are designed to develop the skills valued by employers, such as presentations, teamwork, problem-solving and communication skills. This is achieved by embedding employability initiatives within the curriculum as well as designing appropriate assessment methods to mirror real-life practices, eg: business plans, reports and summaries, so that students are exposed to opportunities that develop their skills on an ongoing basis. Students are encouraged to reflect on their learning so they can also articulate how the acquisition of such skills relates to practice and how they can be developed in the future. Business practitioners often contribute to the evaluation of student work.

The services of a dedicated placement office are offered to all students via the University. During the first year, all students are required to submit a CV (within the Study Fundamentals Module) which is assessed and critiqued by employability specialists. In addition, a dedicated employability co-ordinator provides drop-in and scheduled events to support students in the preparation of CVs, applications and preparation for interviews and assessment centres, which whilst targeted at final year students, are available for students at any level. This is further supported by the College’s Information Advice and Guidance Unit and as part of the course by the Career and Employability Development/HRM module.

Available to the students via the University Faculty there is the opportunity to attend both employment-based activities where employers are invited on campus to participate in specialist networking activities, such as Spotlight on Marketing, Spotlight on HR, as well as the Strategy into Practice seminar series, which provides additional opportunities for students to hear about current business issues from prominent guest speakers.

The College has also developed direct links with employer organisations such as the Chartered Institute of Management Accountants (CIMA), SAGE, Unilever, Institute of Direct & Digital Marketing (IDM), Barclays and Santander Banking Group who have facilitated seminars about careers in accounting and preparation for employment interviews and selection centres.

1. **Approved Variants from the Undergraduate and Postgraduate Regulations**

There are no variants.

1. **Other sources of information that you may wish to consult**

QAA Benchmark statement website:

<https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5>

* Module guides/module handbooks
* Student handbook

**Development of Programme Learning Outcomes in Modules**

This map identifies where the programme learning outcomes are summatively assessed across the modules for this programme. It provides an aid to academic staff in understanding how individual modules contribute to the programme aims, a means to help students monitor their own learning, personal and professional development as the programme progresses and a checklist for quality assurance purposes. Include both core and option modules.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module code** | | **Level 4** | | | | **Level 5** | | | |
| **BD4000** | **BD4001** | **BD4004** | **BD4003** | **BD5004** | **BD5001** | **BD5002** | **BD5005** |
| **Knowledge & Understanding** | A1 | S | S | S | S | S |  | S | S |
| A2 | S | S | S | S |  | S |  | S |
| A3 | S | S |  | S | S |  |  |  |
| A4 |  | S | S |  |  |  | S | S |
| A5 | S |  | S |  |  |  |  |  |
| **Intellectual Skills** | B1 | S | S | S | S | S | S | S | S |
| B2 | S | S | S | S |  | S | S | S |
| B3 | S | S | S | S | S | S | S | S |
| B4 | S | S |  | S | S | S | S | S |
| **Practical Skills** | C1 |  |  |  |  |  | S |  |  |
| C2 | S | S | S | S | S | S |  |  |
| C3 |  | S |  | S |  | S | S |  |
| C4 | S | S | S | S | S | S | S | S |

**Students will be provided with formative assessment opportunities throughout the course to practice and develop their proficiency in the range of assessment methods utilised.**

**Technical Annex**

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| **Final Award(s):** | HND |
| **Intermediate Award(s):** | CertHE |
| **Minimum period of registration:** | 2 years |
| **Maximum period of registration:** | 4years |
| **FHEQ Level for the Final Award:** | Level 5 |
| **QAA Subject Benchmark:** | General Business |
| **Modes of Delivery:** | Full-time |
| **Language of Delivery:** | *English* |
| **School:** | *Faculty of Business and Social Sciences* |
| **JACS code:** | *N1 Business Studies*  *This is the* [*Joint Academic Coding System*](https://www.hesa.ac.uk/index.php?option=com_content&view=article&id=1805&ItemId=296&limit=&start=#q10) *(JACS) agreed jointly by UCAS and HESA* |
| **UCAS Code:** | *422N Campus K Institution Code K84* |
| **Course Code:** | *Full-time:*  *UFBNK1BNK01* |