



Exeter College

**Teaching, Learning and
Assessment
Handbook for
*HNC&D Business***

2019 – 20

Contents

1. Welcome and Introduction to HNC Business	3
1.1. Distinctive Features of the Programme	4
2. Course Contact List	4
2.1. Programme Leader	4
2.2. Module Leaders.....	5
2.3. Personal Tutor.....	6
3. Programme Structure.....	7
4. Course Resources	8
5. Enhancement Activities.....	8
6. Employment and Progression Opportunities.....	9
7. Teaching, Learning and Assessment.....	10
7.1. Formative and Summative Assessment.....	10
7.2. Indicative Programme Assessment Schedule, Assessment Flowchart and Hand in Process	10
8. Assignment Feedback Form	12
HND/HNC:	14
ASSIGNMENT GRADING FORM.....	14
9. Referencing Guide	16
10. Module/ Unit Descriptor / Title and Code (For each module).....	16
All unit descriptors are available on the course Moodle site under the relevant unit title. Further guidance will be provided with the issue of module guides and briefs by the individual unit lecturers.....	16
10.1. Submission of Assessed Work	18
10.2. Return of Assessment and Feedback	18

WELCOME AND INTRODUCTION

1. Welcome and Introduction to the Higher National Business

Welcome to the Higher National in Business. The Pearson BTEC Higher National qualifications in Business are designed to equip students with the knowledge, understanding and skills required for success in current and future employment or for progression to an undergraduate degree. These transferable skills will enable students to meet changing circumstances, whether these arise from a shift in their own sphere of employment, promotion to supervisory or management roles or from general changes in Business practices and the business environment.

This programme has been designed to equip you with the skills and knowledge base required to work in your chosen specialism or other graduate opportunities. It is also a platform from which you can undertake additional vocational and academic qualifications.

This Teaching, Learning and Assessment Handbook contains important information including:

- Who will be teaching and providing support to you
- Details of your programme of study and assessment

Note: the information in this handbook should be read in conjunction with the current edition of the College Student Handbook available at: [University Level Hub](#) which contains student support based information on issues such as finance and studying at University level and your Programme Quality Handbook available on your programme virtual learning environment.

DISTINCTIVE FEATURES OF THE PROGRAMME

1.1. Distinctive Features of the Programme

The HNC Business has been written to provide learners with a strong theoretical knowledge of Business studies, while maintaining the vocational slant that will prepare learners for future employment.

This programme equips learners with knowledge and skills across a range of fundamental Business topics that will prepare them for progression to HND study, or for employment in a variety of industries and roles.

The programme is designed to build on learners' existing knowledge of the subject area while still providing a solid foundation for learners who may be new to the area of study but who have good academic skills.

Particular features of the programme are the strong project based assessments involving client briefs and involvement in local business.

2. Course Contact List

All staff delivering on this programme can be contacted in the staff room at Victoria House – individual contact details for each staff member are provided below.

The Faculty Administrator for Business & IT is Maria Nicholls who can be contacted at marianicholls@exe-coll.ac.uk or on 01392 400581.

The Higher Education Student Engagement Officer can be contacted at harryblandford@exe-coll.ac.uk or on 01392 400511.

2.1. Programme Leader

Erica Drew

ericadrew@exe-coll.ac.uk

01392 400591

Erica joined the Business and IT Faculty at Exeter College in 2014 as the Programme Leader for HNC/D Business and is also the Team Leader for Higher Education and Employability within the faculty. Prior to this she worked in education management and previously had experience across a range of industries, with particular focus on retail and leisure.

She has completed the Cert Ed teacher training course through Plymouth University and holds a BA (Hons) in Leadership and Management from the Open University. She is also currently completing her Masters in Education (Leadership & Management).

Her specialist subjects are finance, strategy, corporate ethics, enterprise and leadership & management.

2.2. Module Leaders

Erica Drew

HNC - Entrepreneurship and Small Business Management

HND – Tutor, Organisational Behaviour, Pitching and Negotiation Skills, Entrepreneurship Pathway

See above for contact details and information

Deborah Kearney

HNC – Business and the Business Environment

HND – Sales Management, International Marketing

deborahkearney@exe-coll.ac.uk

01392 400912

After graduating from Royal Holloway College, London University, Deborah completed a postgraduate Diploma in Marketing at City University. She has worked in senior Sales and Marketing positions for several corporate organisations including British Telecom, British Airways, Regus Property Group and a range of technology companies. She has also worked with business startups and SMEs together with running her own business consultancy business for 10 years. Originally from Taunton, she now lives in Torquay. She spends her life ensuring her own children and her college groups pass their exams with flying colours and find the job of their dreams.....hopefully either making some money or saving the planet, preferably both!

Phil Cole

HNC – Marketing Essentials

philipcole@exe-coll.ac.uk

Phil is a longstanding member of the faculty, having taught across all levels of BTEC as well as the A level programme. He is currently studying for his Masters Degree whilst balancing the demands of his young son and gorgeous dog, Honey!

Sharon Lambert

HNC – Human Resource Management

sharonlambert1@exe-coll.ac.uk

01392 400452

Sharon is the Deputy Head of the Business & IT Faculty and specialises in Human Resource Management and Employment Law.

Caroline Wiscombe

HNC – Management and Operations, Management Accounting

HND – Business Strategy

carolinewiscombe@exe-coll.ac.uk

01392 400912

Having completed a HND in Hotel, Catering and Institutional Management, Caroline later went on to study for her MBA in Hospitality Management whilst being a licensee for a successful Public House in Dorset. Caroline then joined Exeter College in 2016 bringing with her a wealth of experience from both the hospitality and retail industries. She has taught across a range of Higher Education programmes at previous institutions.

Alex Stephan

**HNC – Tutor, Managing a Successful Business Project,
Business Law**

HND – Research Project

alexstephan@exe-coll.ac.uk

Alex has spent many years in the field of education teaching in the UK and further afield. He also heads up the A level Business teaching team and has a specific interest in Research Methods and Law.

Emma Ackrill

HND – Brand Management

emmaackrill@exe-coll.ac.uk

Emma is the Faculty Team Leader for the business team and has a particular interest in Marketing and Branding. She joined the college 7 years ago having gained significant experience in the work based learning and assessment field which she brings into the classroom encouraging students to develop transferable skills across a range of curriculum.

2.3. Personal Tutor

Erica Drew, your programme leader, will also act as your Personal Tutor during your programme of study and will deal with all pastoral issues as well as enrolment and finance queries.

College and programme staff will communicate with students in the following ways:

- Email
- University Level Hub <https://vle.exe-coll.ac.uk/vle/course/view.php?id=2726>
- HE Student Information Moodle site (see section below)
- Programme Notice-Board (*Social space outside V106*)

PROGRAMME STRUCTURE

3. Programme Structure

The HNC Business is a one year full time programme run on a trimester timetable – the following structure shows the units you will study with the trimester of delivery.

Course Code : NA

Full / Part Time: FT

Programme Structure for HNC Business

Unit Number	Unit Title	No. of Credits	Trimester
1	Business and the Business Environment	15	1
2	Marketing Essentials	15	1
3	Human Resource Management	15	2
4	Management and Operations	15	1
5	Management Accounting	15	2
6	Managing a Successful Business Project	15	2&3
7	Business Law	15	3
9	Entrepreneurship and Small Business Management	15	3

The HND Business is a one year full time programme run on a trimester timetable – the following structure shows the units you may study the following year with the trimester of delivery.

Course Code : NA

Full / Part Time: FT

Programme Structure for HND Business

Unit Number	Unit Title	No. of Credits	Trimester
11	Business Research Project	30	1,2,3
12	Organisational Behaviour	15	2
32	Business Strategy	15	1

44	Pitching and Negotiation Skills	15	3
Optional Pathways	<i>You will be able to select a pathway to follow to specialise in your remaining units from the following options (subject to numbers)</i>		
General (subject to change)	24 – Digital Marketing	15	2
	39 – Sales Management	15	1
	41 – Brand Management	15	3
Management	16 – Operations and Management	15	1
	17 – Understanding and Leading Change	15	2
	18 – Global Business Environment	15	3
Marketing	22 – Product and Service Development	15	1
	23 – Integrated Marketing Communications	15	2
	24 – Digital Marketing	15	3
Entrepreneurship	27 – Identifying Entrepreneurial Opportunities	15	1
	28 – Launching a New Venture	15	2
	29 – Managing and Running a Small Business	15	3

[For more information on the Level descriptors see Appendix F or make links available on your VLE.](#)

4. Course Resources

Victoria House is a dedicated building in the city centre catering for all Business, IT and Sports programmes offered by Exeter College. There is a food outlet onsite and a course specific Learning Resource Centre stocking a range of subject specialist books as well as providing open access IT facilities. In addition to this, there is a dedicated HE room at the back of the LRC equipped with further IT, including Apple Macs and a TV.

The LRC has a subscription to a range of paper based journals, including Management Today and Harvard Business Review, as well as an online subscription to the Gale Insights Database, all of which will be essential for your studies. In addition, all compulsory reading is available through the LRC online as e-books.

5. Enhancement Activities

Specific to your course, there will be at least one Educational Visit to a business for the day and, subject to sufficient interest, there will be a visit abroad during the year – this will take place with the 2nd and 3rd year Business students, as well as Higher National Computing students, and will provide additional opportunities for you to find out more about higher levels of the Business courses here at the College.

At the end of the summer term you will also be invited to the Research Conference organised and held by the 2nd year HND students to share their research findings and work placement feedback.

Aside from educational visits and the conference, there will also be a range of visiting guest speakers throughout the year that will provide you with industry relevant knowledge to contextualise the theory you learn on the course.

6. Employment and Progression Opportunities

Successful completion of the HNC in Year one will provide progression on to the HND in Year two.

Upon successful completion of the HND, progression may be available onto the BA Business Management (validated by University of Exeter) here at Exeter College, subject to attainment and interview.

The HNC and HND qualifications are graded at unit level as Pass, Merit or Distinction. The overall classification of the award will be determined by the 5 highest grades at the end of the year – your programme manager can provide a more detailed breakdown of the calculation.

Your Programme Manager will be able to advise you on alternative progression routes as required.

Progression routes are correct at the time of publication but may subsequently be amended. More information on individual programme progression is available in your Programme Quality Handbook.

As an HND diplomate you will have a wide choice of career opportunities throughout the private and public sectors, both in the United Kingdom and abroad. Exeter College enjoys a good record for the employability of their diplomates and graduates but if you are considering changing your employment then **it will be up to you to make the effort and find a job**. You will need to start thinking about your career and planning early on in your course. The College Careers Service offers information, advice and guidance to students at all stages of their HND.

By studying an HND course, you have a range of opportunities within industrial and commercial organisations where a broad-based and work-related education is desirable. You may not, however, want to continue in employment after your studies at the college are over. One option is to continue studying, probably by progressing onto an Honours Degree at a university of your choice. Another is to gain a professional qualification. Your tutor will be able to advise you on the exemptions you can gain from professional bodies after completing the HND.

TEACHING, LEARNING AND ASSESSMENT

7. Teaching, Learning and Assessment

7.1. Formative and Summative Assessment

Assessment will take place at the end of each unit which is usually at the end of the trimester. Your performance in a module will be assessed during the academic year, normally through a combination of coursework / end of year examinations. You must pass the assessments in order to be credited with that module for your award. In addition, some modules may have to be passed as pre-requisites for others taken later in your programme.

The method of assessment varies between modules and your lecturers will advise you of the method(s) to be used. This reflects the need to develop a range of different knowledge, understanding and skills. During your programme you may experience some, or all, of the following types of assessment:

- Coursework essay questions
- Coursework group reports
- Coursework case study problems
- Group presentations
- Small group assessed discussions
- Role play
- In-class tests
- Online assessments
- Portfolios
- Research project

In all cases these are chosen and designed to assess your achievement of the particular learning outcomes for the module. You will be given Assessment Criteria which are used to judge the extent of your achievement.

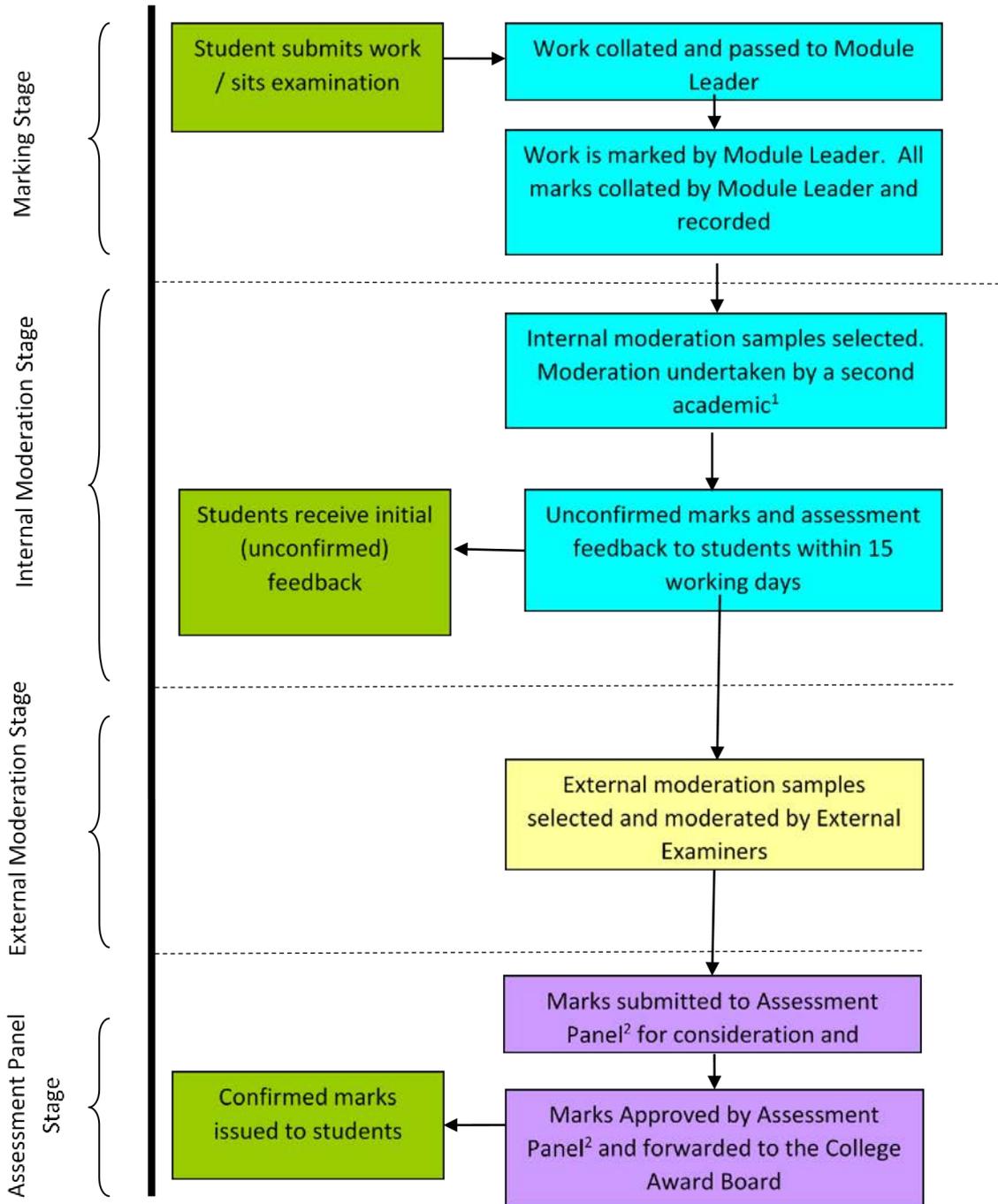
Please note that **ALL** assessment marks and results are provisional until confirmed by the internal moderator, External Examiner and then finalised by the Award Board in June. The awarding body will confirm the level of award granted, Pass, Merit or Distinction, when your results are reported at the end of the year; your programme leader will be able to provide a guide to what this is likely to be once all marks are confirmed.

7.2. Indicative Programme Assessment Schedule, Assessment Flowchart and Hand in Process

You will receive your assessment schedule at the start of your programme outlining when you will be required to submit your summative assessments.

The chart below identifies how the assessment process works;

Assessment Flowchart

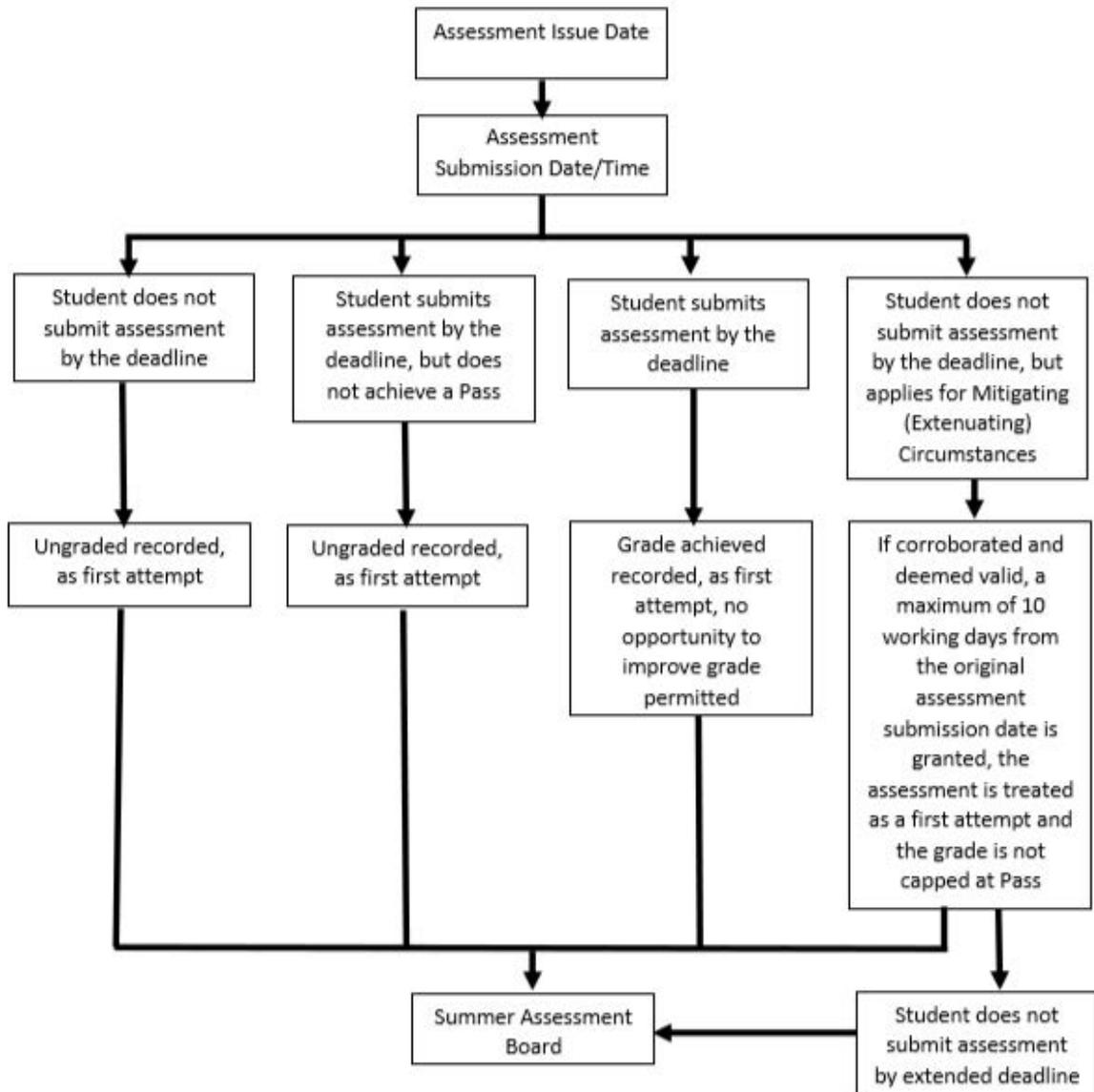


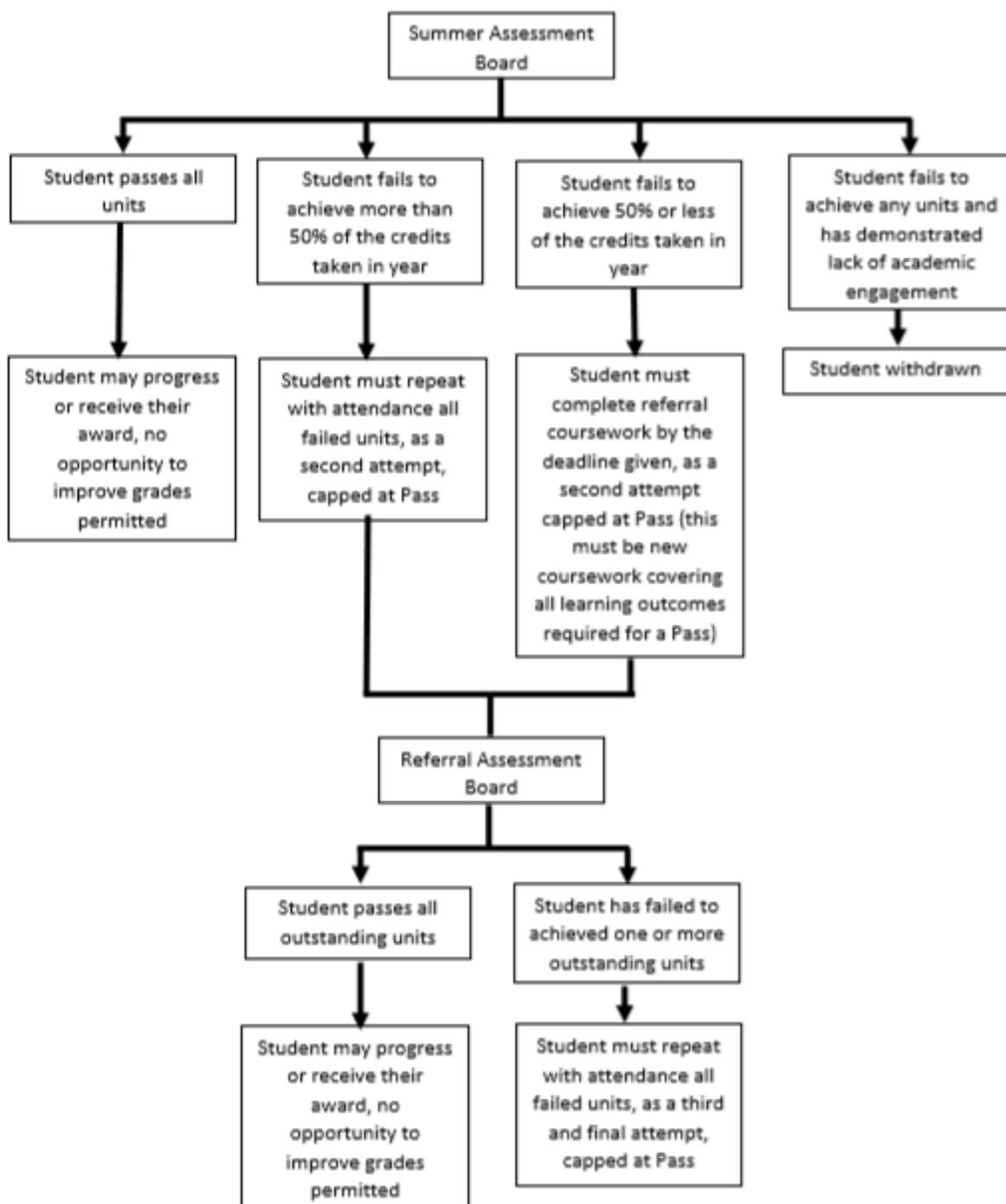
1. The sample for the internal moderation comprises of 20%, or 10 assessment pieces minimum (depending on the group size). The sample should include a range of assignments from the module including borderlines and fails.

2. Assessment Panel s are the forum for formally agreeing the modules marks with the awarding institution / body

ASSESSMENT SUBMISSION AND NON-SUBMISSION PROCEDURE FOR PEARSON RQF HIGHER NATIONALS

In accordance with Pearson requirements and guidance, this procedure must be applied to assessment submissions by all students on RQF programmes, regardless of their start year. Students on QCF specifications will continue to follow the former procedure, which permits in-year resubmissions, as a second attempt, however, it should be noted that all students have a maximum of three attempts at achieving a unit.





8. Assignment Feedback Form

HND/HNC:

ASSIGNMENT GRADING FORM

Student:		Lecturer:		
Programme/ Course:		Date Submitted:		
Module/Unit Title:		Module Code:		
Criterion Reference	To achieve the criteria the evidence must show that the student is able to:	Task no.	Evidence	
Pass				
Merit				
Distinction				
<p>*Please refer to your Module Handbook / assignment brief for the descriptors which are being assessed and the distribution of marks across them. For more detailed feedback, please refer to the marking grids in the Teaching, Learning and Assessment Handbook.</p>				
Overall comments				
Grade:	Fail / Resubmit	Pass	Merit	Distinction
Marks Awarded:				
Students are reminded that the mark shown on this sheet is PROVISIONAL until verified by the Award Board				

Assessor's Signature:	Date:
Internal Moderators Signature:	Date:

Reflective summary

Module Title and number:	
Assignment Title:	
Student's Name:	Lecturer's Name:

Students Reflection on submission:
Response to Markers Feedback
PDP Action Points from submission (what I will do to develop) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Date:

9. Referencing Guide

Guidance on study skills and referencing is available through the Exeter College [Research Skills](#) area of the Learning Centre Portal. You may also like to purchase a copy of the referencing guide 'Cite them rite' or access one of the library copies of this.

It is also important that you take note of the Exeter College Plagiarism and Academic Misconduct Policy to avoid the associated penalties resulting from such offences. These can be found at:

[Exeter College Plagiarism and Learner Malpractice Policy](#)

10. Module/ Unit Descriptor / Title and Code (For each module)

All unit descriptors are available on the course Moodle site under the relevant unit title. Further guidance will be provided with the issue of module guides and briefs by the individual unit lecturers.

HNC Business Core Units

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.

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.

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).

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.

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.

Unit 6: Managing a Successful Business Project

The aim of this unit is to offer students the opportunity to demonstrate the skills required for managing and implementing a project using Research skills.

Unit 7: Business Law

The aim of this unit is to enhance students' understanding of how business law is applied to the running of a company.

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.

HND Business Core Units

Unit 11: Research Project

This unit allows students the opportunity to engage in sustained research in a specific field of study, encouraging design, execution and reflection on research relating to a given theme.

Unit 12: Organisational Behaviour

The aim of this unit is to develop understanding the influence culture, politics and power have on the behaviour of others in an organisational context.

Unit 32: Business Strategy

This unit aims to develop students' awareness of the different kinds of strategy which could be used in an operational, tactical or strategic role for an organisation.

Unit 44: Pitching and Negotiation Skills

This unit gives a comprehensive overview of the essential pitching and negotiation skills required to win new contracts on agreeable terms, which are essential in small business management and as part of a dynamic and innovative workforce.

HND Business unit descriptors for all optional modules based on pathways can be found on the relevant HND Business Moodle Page

SUBMISSION OF ASSESSED WORK

10.1. Submission of Assessed Work

All work must be submitted via Moodle as directed by each unit lecturer; most assessments will be via the Turnitin method.

Please note that failure to submit work by the specified date and time will result in the work not being assessed and a decision for referral or repeat being made at the Award Board at the end of the year.

If you have a valid reason for being unable to submit your work by the specified date, you should follow the college Extenuating Circumstances procedure and assume a new deadline of an additional 10 working days.

Please see the University Level Hub on Moodle for further details and guidance; <https://vle.exe-coll.ac.uk/vle/course/view.php?id=2726>

RETURN OF ASSESSMENT AND FEEDBACK

10.2. Return of Assessment and Feedback

Marked work and feedback will be returned to you within 15 working days as per College Policy. You will receive written feedback and will have the opportunity to discuss this feedback with the unit lecturer. You are expected to reflect on this feedback and plan to include points for development in future submissions.

If you do not achieve a Pass in any assessment, there will be an opportunity to resubmit the work within a 10 working day window. If this is not achieved then the Award Board will consider this and you will receive direction regarding any referral or resubmission you may be required to do; this is likely to take place over the summer period. You will receive further guidance on this if and when required later in the academic year.