



Organisation of
Qualifications & Awards

Course Handbook

Diploma In Business Administration And Management

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DIPLOMA IN BUSINESS ADMINISTRATION AND MANAGEMENT

CONTENTS

	Page
Aims and Learning Outcomes	2
Entry Requirements	2
The Subjects	3
Duration of the Course	3
Examining Body	3
Exemptions	3
Assessment	3
Coursework assessments/assignments	3
Grading	4
Certificates, examination and assessment results, transcripts	4
Course outlines, learning outcomes and reading lists	
Marketing Theory and Practice	5
Practice of Management	9
Principles of Business Law	12
International Business Management	15
Academic Integrity	18



DIPLOMA IN BUSINESS ADMINISTRATION AND MANAGEMENT

Aims

The Diploma in Business Administration and Management course concentrates on the management practices and techniques used by administrators and managers in both domestic and international operating environments.

The course also introduces learners to the benefits and importance of the marketing philosophy in highly competitive markets and familiarises them with key legal principles and statutes affecting the operations of modern business organisations

General Learning Objectives of the Course

On completion of the course learners will:

1. Be familiar with the key management principles and practices
2. Understand the philosophy associated with marketing orientated organisations and will be familiar with the marketing strategies and tactics adopted by organisations.
3. Understand the functions, benefits and risks of international business operations and management
4. Have an understanding of the legal issues governing sale of goods, contracts, use of agents and remedies available to affected parties.
5. Be in a position to suggest fully integrated courses of action that will provide an organisation with a competitive advantage

Entry Requirements

1. Certificate in Business Administration
2. An approved Certificate or Diploma in a relevant area of study
3. A 5.5 score or above of an approved English Language Test or recognised school or college English Language Placement Test

Relevant experience is taken into consideration for students 21 years of age and over who have not completed any formal qualifications.

Subjects

1. Marketing Theory and Practice
2. Practice of Management
3. Principles of Business Law
4. International Business Management

Duration of the course

The course can be completed in one academic term of full-time study or one academic year of part-time study. There is flexibility in the mode of study preferred by individual learners and there are no time restrictions for the completion of the course of study

Examining Body

Examination questions are set by the individual study centres and they are moderated by the Organisation of Qualifications and Awards (OQA). Course assignments are set by the individual study centres and they are moderated by OQA

Exemptions

Exemptions are on a subject-for-subject basis and may be awarded at the discretion of OQA provided applicants already possess a relevant qualification at an appropriate academic level.

Assessments

The overall assessment and grade will be through:

-A final 3 hour **written examination** in each subject which will represent 70% of the overall mark and



-2 **written coursework assessments/assignments** which will represent 30% of the overall mark.

Students must achieve an overall pass mark of 40% in each subject in order to successfully complete the course and be awarded the **Diploma in Business Administration and Management**

Coursework assessments

Coursework assignments can take the following forms:

- a) **Mini Case Study:** Learners are asked to comprehend and analyse the content of a particular case study and will be required to answer specific questions by using their analytical skills
- b) **Mini Project:** The mini project is usually prepared by the learner after selecting the subject and having the approval on the outline from the lecturer of the course and should be presented by the end of the course. It can be a written document or a PowerPoint presentation
- c) **Midterm Examination:** It is a type of examination that usually covers half the material of the course containing subjective and analytical questions.
- d) **Class tests:** Timed class tests on a particular topic can also be used to assess learners' progress and improve their examination technique

Grading

The subjects will be graded in the following way:

70%+	Grade A	Distinction
60%-69%	Grade B	Credit
45%-59%	Grade C	Pass
40%-44%	Grade D	Marginal Pass
0%-39%	Grade F	Fail

The classifications given above will not be evidenced on the qualifications but will be shown on the transcript against individual subjects.

Certificates, examination and assessment results and transcripts.

Upon successful completion of the course learners will be issued with the Certificate confirming the successful completion of the course and will also be issued a transcript with the grades achieved for each subject. Learners will also be advised of their examination results and course assessment at the end of each examination series so they have an official record of all examination results achieved



Unit title: Marketing Theory and Practice

Unit code:

Level: Diploma- Level 5

Credits: 20

Main Aim(s) of the Unit

The main aim of this unit is to introduce learners to the main elements of the marketing philosophy as it can be applied to commercial and non-commercial organisations and will highlight the benefits of the marketing orientation over other business philosophies.

Learners will also be introduced to the key elements of the marketing mix and will learn how the marketing function can be integrated to the other business functions

Main Topics of Study

The Marketing Concept

Evolution of marketing. Business Orientations. Societal issues and emergent philosophies. Customer and Competitor Orientation. Efficiency and Effectiveness. Limitations of the Marketing Concept.

Marketing Process Overview

Marketing audit. Integrated marketing. Environmental analysis. SWOT analysis. Marketing Objectives. Constraints. Options. Marketing Planning.

Costs and Benefits

Benefit of building customer satisfaction. Service and Customer care. Relationship marketing. Customer retention. Customer Profitability. Total Quality Marketing.

Macro-Environment

Environment scanning. Political, legal, economic, socio-cultural, ecological and technological factors



Micro-Environment

Stakeholders (The organisation's own employees, suppliers, customers, intermediaries, owner's financiers, local residents, pressure groups and competitors, direct and indirect competitors.) Porter's competitive forces

Buyer Behaviour

Dimensions of Buyer environment. Environmental influences. Personal variables- Demographic, sociological, psychological-motivation, perception and learning. Social factors. Psychological stimuli. Attitudes. Other lifestyle and Life Cycle variables Consumer and organisational buying.

Market Segmentation

Process of market selection. Macro and Micro segmentation. Bases for segmenting markets: Geographical, demographic, psychographic and behavioural. Multivariable segmentation typologies. Benefits of segmentation. Evaluation of segments and targeting strategies. Positioning. Segmenting industrial markets. Size. Value. Standards. Industrial Classification.

Marketing Mix

Product:

Products and brands: Features, advantages and benefits. The Total Product Concept. Product mix. Product life cycle and its effect on other elements of the marketing mix. Product strategy. New product development process. Adoption process.

Place:

Customer convenience and availability. Definition of channels. Types and functions of intermediaries. Channel selection. Integration and distribution systems. Franchising. Physical distribution Management and Logistics. Ethical issues.

Price:

Perceived value. Pricing context and process. Pricing strategies. Demand elasticity. Competition. Costs. Psychological. Discriminatory and ethical issues.

Promotion:

Awareness and image. Effective communication. Integrated communication process. Promotional mix elements. Push and pull strategies. Advertising above and below the line. Packaging. Public relations and sponsorship. Sales promotion. Direct marketing and personal selling. Branding. On-line marketing.

Different Marketing Segments and Contexts

Consumer Markets:

Fast moving consumer goods. Consumer durables. Co-ordinated marketing mix to achieve objectives.

Organisational markets:

Differences from consumer markets. Adding value through service. Industrial. Non-profit making. Government. Reseller.

Services:

Nature and characteristics of service products-intangibility, ownership, inseparability, perishability, variability. Heterogeneity- the 7Ps. Strategies. Service Quality. Elements of physical product marketing. Tangible and intangible benefits.

International Markets:

Globalisation. Standardisation versus adaptation. The EU. Benefits and risks. Market attractiveness. International Marketing Mix strategies.

Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

- 1) Explain the theory and development of the marketing philosophy to include the concept, definition and understanding of the organisational orientation.
- 2) Explain the concept of integrated marketing and the role of marketing in an organisation.



- 3) Describe the marketing mix and the interactive nature of the different elements
- 4) Explain the methodology of marketing research operations.
- 5) Appreciate the fundamental concepts of marketing planning and international marketing.

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

Indicative Reading for this Unit:

Main Text:

Marketing Management P. Kotler, K. Keller, M. Brady, M. Goodman (Pearson)

Alternative Text and further reading:

Principles of Marketing- P. Kotler, G. Armstrong, L. Harris, N. Piercy (Pearson)

Guideline for Teaching and learning time (10 hours per credit)

50 hours

Lectures / Seminars / Tutorials / Workshops:

Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.



50 hours

Directed learning:

Advance reading and preparation / Class preparation /
Background reading / Group study / Portfolio / Diary etc

100 hours

Self-managed learning:

Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.



Unit title: Practice of Management

Unit code:

Level: Diploma- Level 5

Credits: 20

Main Aim(s) of the Unit

The main aim of this unit is to provide learners with knowledge and understanding of the principles and techniques of management in dynamic business settings

Main Topics of Study

(A) Management Theories

Background to Management: History and development. Leadership, organisation, administration, management roles. Classical and scientific theories. Henri Fayol. F W Taylor. Human Relations theory and motivation. Maslow, Herzberg, McGregor and Argyris. Managing motivation. Management and the organisation. Types of organisational structures. Growth, change and organisational development. Role of groups and group behaviour. Theory of group development. Effective and ineffective groups. Roles and behaviour of group members. Systems and contingency approaches. Systems organisation and main characteristics. Katz and Khan. Contingency Theory: Lawrence and Lorsch; Burns and Stalker.

(B) Management Planning and Control

Planning principles and processes. Corporate management and operational planning Elements and principles of control. Planning models and methods. Management and control. Budgetary and non-budgetary methods of control. Key performance areas. Management decision making. Stages of decision making. Individual group decisions. Decision modelling and forecasting techniques.



(C) Human Resources Management

Manpower planning objectives and strategies. Recruitment and selection processes. Interviewing for staff selection. Use of tests. Training and development methods. Purpose and methods of performance appraisal. Operation of management by objectives.

(D) Management Functions

Management of the business environment. The framework of management, objectives, policies and structures. External influences. Response to change. The commercial environment. Production and sales. Demand variables. Marketing strategies. Technology, research and development. Consumer protection. Information Technology in management. IT application in management. Implementation of new technology.

(E) Health and Safety at Work

The major legal constraints on health and safety. Contractual rights and duties of both employers and employees. The use of new technologies. Employment protection

Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

- 1) Explain the duties and responsibilities of managers.
- 2) Appreciate the opportunities and constraints of international business.
- 3) Identify different types of organisation structures adopted by commercial and non-commercial organisations and explain the practical benefits and limitations of each option
- 4) Explain the role and impact of multinationals in world trade.
- 5) Recognise the importance of planning, organising and control techniques as key functions of management.



Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

Indicative Reading for this Unit: Main Texts:

Management: An Introduction D.Boddy 7th edition (Pearson)

Management Theory and Practice G. A. Cole 6th edition (Cengage Learning)

Alternative Text and further reading:

Management Theory J. Sheldrake (Cengage Learning)

Guideline for Teaching and learning time (10 hours per credit)

50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

**Unit Title Principles of Business Law****Unit code:****Level:** Diploma- Level 5**Credits:** 20**Main Aim(s) of the Unit**

The main aim of this unit is to provide learners with a clear understanding of the key elements of Business Law with particular emphasis on the legal requirements for managing a business organisation. Learners will also gain an appreciation of the law of contract, agency and tort as well as an overview of the operation of the English legal system.

Main Topics of Study**The English Legal System**

The sources of English Law. Structure and functions of the courts including the role of the legal profession. Difference between civil and criminal liability

European Union Law

The European Union. The Law making institutions of the EU. The Court of Justice. Types of EU Law.

Principles of Contract

Formation of a legally binding contract. Terms of a contract. Differences between a term and a representation. Exclusion clauses. Factors which invalidate a contract. Ways in which a contract is terminated. Remedies for breach of contract.

Company and Partnership Formation and Termination

Types of company. Formation of a company. Memorandum and Articles of Association. The company as a legal entity Liquidations and other insolvency procedures. Formation of a partnership and the termination of partnerships.



Business Management

Financing a company: shares and debentures. The role of company directors and their legal duties. Duties of a company secretary. Rights and responsibilities of shareholders. Rules regarding anti-competitive practices.

Principles of Agency

Role of an Agent in a business context Relationship between Principal and Agent. Power of an Agent to make a binding contract between a principal and third party. Duties and rights of an Agent. Circumstances in which an Agent can sue or be sued.

Sale of Goods and Consumer Credit

Implied terms of a contract in sales of goods. Passing of property and risk. Remedies. Consumer credit. Rules regarding the formation and termination of a regulated agreement. Consumer protection.

Law of Tort

Nature of Tort. Liability in Tort. Defences to an action in Tort. Torts of negligence, conversion, nuisance and defamation. Remedies in Tort.

Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

- 1) Explain the structure of the English legal system.
- 2) Describe the necessary legal rules for making a valid contract and the factors which could invalidate a contract.
- 3) Explain how companies are formed, the various types of companies, and the way they are financed, their legal responsibilities, the role of directors and shareholders and how companies are terminated.
- 4) Describe how partnerships operate in a legal context and the distinctions between partnerships and companies.
- 5) Understand the role of agents in a business.



- 6) Explain the basic legal requirements for the Sale of Goods and how consumer credit can be obtained as well as an understanding of the laws relating to consumer protection.
- 7) Describe the rules imposed on companies by law against anti-competitive practices.
- 8) Show a basic understanding of the torts of negligence, conversion, nuisance and defamation.

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self-managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

Indicative Reading for this Unit:

Main Text:

Introduction to Business Law L. Jones 4th edition (OUP Oxford)

Alternative Text and further reading:

Business Law E. MacIntyre 8th edition (Pearson)

Guideline for Teaching and learning time (10 hours per credit)

50 hours

Lectures / Seminars / Tutorials / Workshops:

Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.



50 hours

Directed learning:

Advance reading and preparation / Class preparation /
Background reading / Group study / Portfolio / Diary etc

100 hours

Self-managed learning:

Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.



Unit Title **International Business Management**

Unit code:

Level: Diploma- Level 5

Credits: 20

Main Aim(s) of the Unit

The main aim of this unit is to provide learners with a clear understanding of the principles and techniques of international management and acquire practical knowledge to recognise international business opportunities and threats

Main Topics of Study

Introduction to International Business

Types of international business. Small business. International and multinational corporations. Features, differences and implications.

Business Development Options

International mergers and acquisitions. Reasons for mergers and acquisitions. Methods of valuation. Social consequences.

Role of international organisations

International corporations. Roles in International Trade and economic development. Their place in the economy of a nation. Organisational structures and cultures. Effects on developing countries.

Management Functions

Personnel, production and distribution alternatives. Evaluation criteria. Financial dimensions of the operations of international and multinational organisations.



Small Business Management

Small businesses: choosing the business. Forming the business. Determination and evaluation of constraints. Assessment of motivation and co-operation. Organisation structures and cultures.

Management of International Business

Management of International operations. Evaluation of opportunities and threats. Importance of growth. Development of strategies. International cartels. Importing and exporting procedure and documentation. Political implications. Methods of control.

Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

- 1) Compare and contrast different types of organisations involved in international business.
- 2) Describe and explain the role and impact of multinationals and international organisations in world trade.
- 3) Explain the importance of small businesses in international trade.
- 4) Describe the operations of small companies internationally.
- 5) Discuss the duties and responsibilities of managers involved in international operations.
- 6) Explain the management techniques for planning, organising and control.

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

Indicative Reading for this Unit:

Main Text:

International Business A. Rugman (Pearson)

Alternative Text and further reading:

Managing Global Business M.Wynn-Williams (Palgrave)

International Management; Theory and Practice P. Gooderham, B. Groggaard, O. Nordhang (Edward Edgar Publishing)

Guideline for Teaching and learning time (10 hours per credit)

50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self-managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

ACADEMIC INTEGRITY

CHEATING

Cheating on exams or other work submitted in fulfillment of course requirements will result in disciplinary action. Cheating discovered during an exam will result in the exam being collected and the student being dismissed and a FAIL grade will be awarded. Students will be allowed to re-sit the failed examination in a future examination period

PLAGIARISM

Plagiarism is the presentation of someone else's ideas or words as your own. Paraphrasing or extensive rewriting of another's work is still plagiarism if credit is not given to the author and a citation of where the information can be found is not listed This also applies to ideas or words borrowed from the Internet.

A learner who presents plagiarized work be awarded a FAIL grade but will be allowed to re-submit the work at a later date

UNAUTHORIZED COLLABORATION

Collaborating on mini projects, case studies or other academic exercises without prior approval is considered unauthorized collaboration and will be awarded a FAIL grade, Learners who want to confer or collaborate with one another on work for academic credit should seek prior approval from the awarding body or from the study centre.

FALSIFICATION

Learners who misrepresent material or fabricate information in an academic exercise or assignment (false or misleading citations, falsification of experiments or computer data) will be awarded a FAIL grade and will be asked to re-submit their work

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