Al-Maktoum College
of Higher Education

Take the next steps in your education

Advanced Certificate in Business

GT2A 47

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1. WELCOME

Welcome to the Advanced Certificate in Business. The Advanced Certificate in Business and the Advanced Diploma in Business have been designed to equip students with the knowledge, understanding and skills across a range of disciplines to provide a sound basis for success in the business environment, both in employment, progression in employment or to higher level Business degree or professional qualifications. The Advanced Certificate introduces the key functions in a business organisation e.g. management, economics, marketing, accounting, communication and the ability to manage change driven by emerging technologies and changes in the internal and external environments. The Advanced Certificate also develops human cognitive and transferable skills that are key for success in the business environment.

As a student of Al-Maktoum College of Higher Education you will benefit from an extensive programme taking place at our campus within Dundee, delivered by our dedicated team and other professional colleagues who are subject specialists. We aim to provide a cohort-based experience for all our students through facilitating access to events which run throughout the academic year to share insights and knowledge from across our academic subjects.

Please engage with our virtual and in-person events which we have coordinated to aid with your student journey, creating a sense of community and support. Please contact us if you have any questions, suggestions or concerns.

I welcome you all into our community and wish you the very best for your studies.

Warm wishes

Michelle Young

Academic Registrar and Programme Lead

2 STAFF

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3 AIMS AND OUTCOMES

The Advanced Certificate in Business and the Advanced Diploma in Business are particularly suitable for students who wish to develop a broad understanding of business, are interested in starting their own business, seeking employment, seeking progression in existing employment, planning to progress their studies without committing to a specialist area and who wish to articulate to a degree or professional qualification.

The key aims of the Advanced Certificate in Business and the Advanced Diploma in Business Awards are to develop knowledge and skills for progression to higher level study in Business disciplines or related employment in entry level business officer or management roles. The overall aims have been established in their current form and have been refreshed and updated moderately in line with consultation, evolving developments in technological change, a desire for more integrated learning about business organisations, the meta-skills/human skills agenda and greater emphasis on enterprise and self-employment.

The general aims for these awards are to:

1. Develop transferable core skills and opportunities to develop meta-skills to support personal development and the needs of employers
2. Enable articulation routes to higher level Business education programmes
3. Develop knowledge and skills in a range of specialist disciplines to support career and further study options in those areas, e.g. Marketing, Accounting or Economics
4. Develop knowledge, independent study and research skills for academic study

The specific aims of the Advanced Certificate in Business are to:

1. Develop knowledge and skills of core business functions to enable access to employment in entry level commercial, officer, supervisory or managerial positions in business organisations
2. Develop knowledge and skills to facilitate progression in commercial, officer or supervisory career paths
3. Foster innovation and creativity to enable learners to adapt to changes in the business environment
4. Provide a grounding in knowledge, skills and creative thinking required to start a business
5. Develop and apply knowledge and skills across a range of business disciplines in an integrated manner to the analysis of business situations.

4 LEARNING HOURS

Classes are made up of lectures, seminars and tutorials. There will be sixteen hours teaching per week. You will be expected to undertake additional independent study including reading, homework or exercises which will be assigned by your lecturers. Therefore, for each semester there will be approximately 16 hours per week for teaching and 12-16 hours per week for independent study tasks.

5 UNIT INFORMATION

Unit code	Title	SCQF level	HN Credits
J461 47	Economic Issues: An Introduction	7	1
J5AW 47	Business Law: An Introduction	7	1
HP75 47	Communication: Business Communication	7	1
J5FK 47	Business Fundamentals with Emerging Technologies	7	2
J4DK 47	Managing People and Organisations	7	2
J5FN 47	Accounting for Business: An Introduction	7	2
HP6N 47	Marketing: An Introduction	7	1
J5F6 47	Business Graded Unit 1	7	1
J2FF 47	Recruitment, Selection & Induction	7	1

Economic Issues: An Introduction

This unit introduces learners to fundamental issues in economics with a particular emphasis on the business environment. Learners will consider the basic economic problem, how consumers and other economic agents address this problem, and how markets can be used to allocate resources. Learners are introduced to the operation of markets and actions that can be taken to help avoid market failure. The unit introduces the theory of National Income and the circular Flow of Income model.

Outcomes:

On successful completion of the unit the learner will be able to:
1. Explain the allocation of resources within the economy.
2. Explain the theory of National Income.
3. Explain and evaluate the role of government policy in correcting market failures.

Business Law: An Introduction

This unit is designed to introduce the learner to several aspects of law that they may encounter in a commercial environment. The unit introduces Scottish law to the learner and differentiates the powers of Holyrood and Westminster. It explores the different legal entities of business, contract law, and key features of the laws surrounding employment and the consumer. The unit is primarily intended for learners who require a general awareness of legal matters in a business context and on successful completion is not intended to render students competent to apply the law unaided.

Outcomes:

On successful completion of the unit the learner will be able to:
1. Outline the significance of four areas of law affecting business today.
2. Explain the law of contract.
3. Compare and contrast the legal characteristics of the various types of business organisations.

Communications: Business Communication
This unit, Communication: Business Communication sits at SCQF level 7 and is designed to develop skills in analysing, summarising, evaluating, and producing complex written business information. It also develops skills in presenting and responding to complex oral business information. The Unit enhances skills for learning, life and work and there is a particular emphasis on employability. The unit can be taken as part of a Group Award or as a stand-alone unit for the purposes of continued professional development. Work undertaken for the unit will be in a context appropriate to the learner's Group Award or relevant to an individual's vocational area/discipline. The unit embeds and provides automatic certification of the Core Skill of Communication at SCQF level 6.

Outcomes:

On successful completion of the unit the learner will be able to:
1. Analyse and evaluate complex written business information.
2. Produce complex written business documents.
3. Present and respond to complex oral information in a business context.

Business Fundamentals with Emerging Technologies
This unit is designed to emphasise the vital impact that change in internal and external business environments have on the success or failure of business organisations and the overwhelming driving force that current and emerging technologies are playing in driving this. Business organisations that fail to evolve and adapt their models to the changing environment, be it technology, or other internal and external factors will not succeed. This unit is designed therefore to endow learners with the knowledge, skills, and critical and entrepreneurial thinking to be able to visualise and appraise changes and opportunities in the business environment to allow theirs and other business organisations to survive and thrive.

Outcomes:

On successful completion of the unit the learner will be able to:
1. Explain contemporary factors influencing the external business environment.
2. Explain contemporary factors affecting the internal business environment.
3. Discuss the impact of current technology on business operations

Recruitment, Selection and Induction
This unit is designed to provide an introduction to the recruitment, selection and induction process. It will provide learners with the knowledge and skills to enable them to effectively contribute to each stage of the process.

Outcomes

On successful completion of the unit the learner will be able to:
1. Contribute to the recruitment process.
2. Contribute to the selection process
3. Design an induction programme for a new employee.

Managing People and Organisations

This unit is designed to enable learners to gain an understanding of different approaches to managing an organisation in today's dynamic and complex business environment. It will introduce learners, whether intending to or working in an administrative, commercial or management role, to current management theories and practice to enable them to use these to evaluate organisational effectiveness.

Outcomes:

On successful completion of the unit the learner will be able to:
1. Explain the importance of organisation structure and design in relation to its environment.
2. Analyse factors that influence workplace performance.
3. Analyse factors that influence managerial performance.

Accounting for Business: An Introduction

This unit is designed to introduce learners to the basic tools needed to maintain a range of financial records for a business. It will provide the knowledge needed to record financial information using books of original entry and to create an income and expenditure account identifying whether the business has made a profit or loss, and a statement of financial position showing the assets, liabilities and overall financial position of the business. This unit will also introduce the techniques required for management of inventory and producing quotations and cost statements in a business context.

Outcomes:

On successful completion of the unit the learner will be able to:
1. Produce a quotation for a potential customer, building in the required level of profit.
2. Complete inventory control documentation and arrive at a value for inclusion in the financial statements.
3. Prepare bookkeeping records for a business.
4. Prepare basic financial statements from accounting information for internal use.

Marketing: An Introduction

This unit is designed to provide candidates with a knowledge and understanding of marketing and its importance in organisations. The unit is also designed to develop candidates' understanding of the marketing mix in the context of both products and services. This is an introductory unit which can be used by candidates who may wish to progress to more specialised marketing units.

Outcomes:

On completion of this Unit, the candidate should be able to:
1. Explain the nature of marketing and its importance in organisations.
2. Explain marketing decisions for a product-based and a service organisation.

Business Graded Unit 1

This graded unit is designed to provide evidence that the learner has achieved the following principal aims of the Advanced Certificate in Business:

1. Develop knowledge and skills of core business functions to enable access to employment in entry level commercial, officer, supervisory or managerial positions in business organisations.
2. Develop knowledge and skills to facilitate progression in commercial, officer or supervisory career paths.
3. Foster innovation and creativity to enable learners to adapt to changes in the business environment.
4. Provide a grounding in knowledge, skills and creative thinking required to start a business.

It is recommended that the learner should have completed or be in the process of completing the following units relating to the above principal aims prior to undertaking this graded unit:

- Accounting for Business: An Introduction
- Business Fundamentals with Emerging Technologies
- Economic Issues: An Introduction
- Managing People and Organisations
- Marketing: An Introduction

Although the main focus of the unit is based on the five units listed above, learners may draw on content from other units relevant to the case study.

6 ASSESSMENT

The Advanced Certificate in Business requires completion of an appropriate combination of Units totalling 96 SCQF credit points (12 SQA HN credits). A minimum of 48 SCQF credits (6 SQA HN credits) must be completed at SCQF level 7.

Assessments are both formative and summative, including essays, presentations and exams.

All assessments aim to enhance your communication and IT skills, develop your problem solving and critical analysis as well as working to deadline.

For example, the group presentation is a chance for you to develop your presentation and communication skills which are important for employability. Formative assessments are used to provide you with an opportunity to develop your subject knowledge and skills, prior to using them in summative assessments.

If you are looking to progress onto the Advanced Diploma Business:
The Advanced Diploma in Business requires completion of an appropriate combination of units totalling 240 SCQF credit points (30 SQA HN credits) (96 are gained from Advanced Certificate in Business). A minimum of 64 SCQF credits (8 SQA HN credits) must be completed at SCQF level 8.

Business Graded Unit 1

Assessment:
This graded unit will be assessed by the use of a closed-book examination developed by centres. The examination will provide the learners with the opportunity to produce evidence that demonstrates they have met the aims of this graded unit. The assessment is an examination lasting three hours. The examination should be designed to assess the learner's critical knowledge and understanding of the topics relating to the specific aims which this graded unit is designed to cover.

The examination will be marked out of 100. Only whole marks should be used. The questions in the examination will be based on a case study of an organisation. This may be a real or fictitious organisation and may be part of the private, public or third sector. The case study will consist of an account of some aspects of the organisation's activities.

The case study will be given to learners up to three weeks prior to the date of the examination. The material content of the case study must not be discussed with learners prior to the assessment, other than for clarification of words as detailed in the 'Reasonable assistance' section. Learners may not bring their copy of the case study to the examination with them. A fresh copy of the case study must be given to learners at the time of the examination.

Reasonable assistance:

Reasonable assistance is the term used by SQA to describe the difference between providing learners with some direction to generate the required evidence for assessment and providing too much support which would compromise the integrity of the assessment. Reasonable assistance is part of all teaching and learning processes. Assessors may provide advice and guidance on examination technique and clarification on the meaning of command words which may appear in an examination paper, prior to the formal examination.

Marks & Grading:

The marks achieved by the learner in the examination should be aggregated to arrive at an overall mark for the examination. Assessors will then assign an overall grade to the learner for this graded unit based on the following grade boundaries. A = 70%–100% B = 60%–69% C = 50%–59% These grade boundaries are fixed.

Remediation:

Remediation is not allowed in examination-based graded unit assessments.

Re-assessment:

Any learner who has failed the examination or who wishes to upgrade their award will be given a re-assessment opportunity, or in exceptional circumstances, two re-assessment opportunities. This will be done using a substantially different examination.

Final learner grade:

The final grading given will reflect the quality of the learner's evidence at the time of the completion of the graded unit. Learners must be awarded the highest grade achieved, whether through first sitting or through any re-assessment.

6.1 EXTENSIONS

Student Administration will be responsible for recording any extensions which have been approved. Students must complete the Extension Request form which is available within the Student Resources section of the website www.almcollege.ac.uk/asssessment/

The College aims to ensure fair and equal treatment in the assessment of all students and that no student is unjustly denied or unfairly granted the benefits of continuous assessment. Please consult the Summative Assessment Policy for more details. https://www.almcollege.ac.uk/policies-documents/

The College is aware that its aim of securing fair and equal treatment in the assessment of all students is ultimately inextricable from disability–related issues and is, therefore, anxious to ensure that proper provision/reasonable adjustment is always made. You can help the College to achieve this aim by communicating any relevant information to Student Administration studentadmin@almcollege.ac.uk

6.2 GRADING CRITERIA

Each unit will be assessed individually. You must meet all of the minimum evidence requirements as defined in the learning outcomes. The successful achievements, approved by the Academic Standards Committee, will count in determining progression and contribute to the award.

Under no circumstances shall any candidate be permitted to submit themselves for assessment in any element more than twice. In the case of a candidate failing to complete a prescribed element of assessment on time, permission for a second assessment will only be granted if the failure is on account of illness or other good cause. The result of that assessment will contribute towards progression and award. Each unit has a marking criteria and pass rates are based upon information provided by the SQA.

Business Graded Unit 1 - Marks & Grading:

The marks achieved by the learner in the examination should be aggregated to arrive at an overall mark for the examination. Assessors will then assign an overall grade to the learner for this graded unit based on the following grade boundaries:

- A = 70%–100%
- B = 60%–69%
- C = 50%–59%

These grade boundaries are fixed.

7 READING LISTS

Lecturers will provide the reading lists for their specific units.

Membership

Chartered Management Institute (CMI):

Graduates are eligible for Associate Grade membership. For more information see
https://www.managers.org.uk/individuals/become-a-member

Chartered Banker Institute (CBI).

Advanced Certificate graduates are eligible for entry into the Institute's Professional Banker Diploma and Advanced Diploma graduates are eligible for entry into the Institute's Chartered Banker Diploma (ACBD). For more information see https://www.charteredbanker.com/