



## **Arrangements for:**

**National Progression Award in  
Business and Marketing at SCQF level 5**

**Group Award Code: GA4R 45**

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## **Acknowledgement**

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of National Qualification Group Awards.



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# 1 Introduction

This is the Arrangements Document for the ***National Progression Award (NPA) in Business and Marketing, at SCQF level 5***. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

The NPA in Business and Marketing has been designed to provide learners with the basic theoretical knowledge of the marketing-based principles of business. The NPA will aid learners seeking employment in this area or progression to further academic qualifications.

## 2 Rationale for the development of the Group Award

The NPA in Business and Marketing at SCQF level 5 is designed to provide learners with the basic theoretical knowledge required for progression to further study or advancement in current or future employment.

The award structure and Unit content provide a vocational and relevant curriculum which creates and promotes effective articulation and transition to further and higher education. They also recognise and supports skills for industry and future employment. This NPA has 2 mandatory credits and 3 optional credits which can be taken from a framework of 10 credits. This allows for learners to select the best route to gain the qualification according to preference and skills. There is also flexibility for learners which allows them to enter or exit the programme without committing to a full 18 or 36 week course. This approach is consistent with the varied needs of learners whilst also offering participating centres an element of flexibility. The NPA is designed to offer progression and a degree of specialisation whilst maintaining a sound business focus.

The NPA has been developed by SQA following consultation with stakeholders. It meets the needs of centres which require a degree of flexibility in the delivery of their programmes.

National Progression Awards are designed to:

- ◆ assess and certificate a defined set of skills and knowledge
- ◆ be followed full-time or part-time, for those already in employment; or for those who have a desire to enter employment
- ◆ mainly be used in post-compulsory education
- ◆ give credit to full-time learners who may not be able to complete their full course
- ◆ offer course choices to meet the varied and specified needs of learners.

This NPA is designed to attract learners who wish to gain up-to-date practical skills and knowledge in a relatively short period of time.

Alternatively, it can be used as a 'stepping stone' towards completion of a larger Group Award or progression to other advanced level qualifications. It is versatile enough to be delivered and studied full-time or part-time, depending on the needs and requirements of potential learners and centres.

### 3 Aims of the Group Award

The NPA in Business and Marketing has been developed by SQA to provide learners with a fundamental knowledge of the specified areas. The NPA can also help prepare learners for progression and advancement in education or employment and provides a clear entry and exit point.

#### 3.1 Principal aims of the Group Award

The NPA aims to:

- 1 Provide learners with knowledge and skills which are directly relevant to current and/or future practice in the area of Business and Marketing. Learners will also be able to broaden knowledge and skills by undertaking study in the following areas: market research, promotion, event organisation, customer care and selling skills.
- 2 Provide opportunities for the learner development of skills and aptitudes that will improve learners' employment potential and career development within this business area.
- 3 Provide learners with specific business related skills demanded by employers.
- 4 Prepare learners for entry to higher level awards.
- 5 Prepare learners for employment.
- 6 Encourage learners to take charge of their own learning and development.
- 7 Provide a range of learning and assessment styles to motivate learners to achieve their full potential.
- 8 Provide a range of choices to allow learners to tailor their own learning.

The table below references these aims to the individual Units.

<b>Mandatory Units</b>	<b>Code</b>	<b>Reference to Aims of the Award</b>
Management of Marketing and Operations*	H20V 75	1,2,3,4,5,7
Marketing: Basic Principles and Applications*	HJ30 45	1,2,3,4,5,7
<b>Business options</b>	<b>Code</b>	<b>Reference to Aims of the Award</b>
Management of People and Finance*	H20S 75	1,2,3,4,5,6,7,8
Understanding Business*	H20R 75	1,2,3,4,5,6,7,8
<b>Marketing options</b>	<b>Code</b>	<b>Reference to Aims of the Award</b>
Skills for Customer Care	F38W 10	1,2,3,4,5,6,7,8
Event Organisation	F5A3 11 <b>OR</b> F3PN 12	1,2,3,4,5,6,7,8
Marketing Research Practice	D0XS 12	1,2,3,4,5,6,7,8
Selling Skills	D0SF 10	1,2,3,4,5,6,7,8
Promoting a Business	FF7F 11	1,2,3,4,5,6,7,8

\*refer to history of changes for revision details

### 3.2 General aims of the Group Award

The general aim of the NPA is to provide learners with knowledge and skills relevant to the marketing area of business. As a result, learners should be able to progress in education, find suitable employment or progress within their current job role. The NPAs enable learners to consider the various options open to them and make informed career choices for their future.

### 3.3 Target groups

The NPA is designed to meet the needs and requirements of a wide range of potential learners, in particular; six main client groups:

- ◆ learners currently attending or who have recently left school
- ◆ learners wishing to study an area not delivered at their school
- ◆ adult returners to education
- ◆ learners seeking access to HN programmes
- ◆ employees wishing to enhance their qualifications and skills-set
- ◆ employers looking to offer some form of CPD.

These groups have quite different characteristics. Many recent school leavers have limited formal school attainment. Adult returners may also possess few formal qualifications and while they may have valuable experience, they may lack confidence in their ability to learn. Learners whose first language is not English may need to undertake an ESOL course prior to the NPA, though some may be able to undertake Units if they have good oral communication.

As more emphasis is put on lifelong learning and Continuing Professional Development (CPD), employers are keen to offer certificated courses to employees.

Potential modes of delivery:

- ◆ full-time
- ◆ part-time
- ◆ day-release
- ◆ open and distance learning
- ◆ infill to existing classes
- ◆ evening provision.

The NPA provides formal recognition of existing skills and provide new skills. Learners will also be able to progress on to more advanced Units and qualifications.

The NPA can be tailored to meet the needs of any of these target groups whether by full or part-time delivery, or the time periods given to complete all five Units. There is also versatility in the type of learning and teaching methods that can be employed to suit any specific group.

### **3.4 Employment opportunities**

On successful completion of the NPA, it is envisaged that employment could be gained in the business sector in one of the following areas:

- ◆ Marketing Assistant
- ◆ Customer Service Assistant
- ◆ Sales Assistant.

## **4 Access to the Group Award**

Entry is at the discretion of the centre. However, as this is NPA is at SCQF level 5, candidates may be expected to have groupings of relevant Units at SCQF level 4 and/or any relevant National Qualifications. Relevant employment experience could be used as an entry qualification in some cases.



## 5 Group Award structure

The NPA framework comprises Units taken from the National Certificate (NC) in Business (G8WT 45).

### 5.1 Framework

**Five** Units must be completed; **two** mandatory Units and **three** optional Units (one from the business options and two from the marketing options).

**Two** mandatory Units:

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Management of Marketing and Operations*	H20V 75	6	5	1
Marketing: Basic Principles	F390 11	6	5	1

**One Unit** to be selected from the following Business options:

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Management of People and Finance*	H20S 75	6	5	1
Understanding Business*	H20R 75	6	5	1

**Two Units** to be selected from the following Marketing options:

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Skills for Customer Care	F38W 10	6	5	1
Event Organisation <b>OR</b> Event Organisation	F5A3 11 F3PN 12	6 6	5 6	1 1
Marketing Research Practice	D0XS 12	6	6	1
Selling Skills	D0SF 10	6	5	1
Promoting a Business	FF7F 11	6	5	1

\*refer to history of changes for details.

## 5.2 Mapping information

The structure of this NPA

- ◆ provides flexibility and choices for learners and centres
- ◆ provides skills, knowledge and capabilities needed for employment
- ◆ provides progression routes
- ◆ provides an exit route
- ◆ is compatible with existing arrangements currently adopted by centres
- ◆ consists of Units which are practical and will engage the interests of learners.

A small grouping of relevant Units nationally accredited into a named award is attractive to many learners who don't want, or have the time for, a long period of study. It will provide learners with the options to move into employment or take further study at the same level allowing them to broaden their skills or progress to higher levels of education. In addition, as the NPA is made up of Units which form the mandatory core of the NC in Business, some candidates may evidence the necessary skills to progress to HN awards.

The flexible structure takes into account that centres may offer the NC in Business as the central part of a curriculum of 17–20 modules. The NPA is, therefore compatible with existing arrangements and with other NPAs.

## 5.3 Articulation, professional recognition and credit transfer

Learners successfully completing the NPA could progress to higher level Units in business and marketing.

Learners may consider using the NPA as a step towards accessing National Certificate Courses at SCQF level 4 or 5 eg in Business.

Learners with previous work experience who achieve the NPA may be able to access Professional Development Awards. Learners looking to progress into employment within Customer Service, Sales or Marketing would benefit from this qualification.

Some centres may also consider learners who have successfully completed this NPA (or perhaps a 'cluster' of NPAs) for progression to an HN award in business or marketing.

## 6 Approaches to delivery and assessment

Delivery is at the discretion of individual centres. The structure of the qualification allows centres a high degree of flexibility in delivery. The award can be offered:

- ◆ in a practical setting which could be within the learner's current place of employment, a placement scenario or within a simulated practical learning environment in a presenting centre
- ◆ as a full-time short programme, day release, or evening class
- ◆ using a combination of delivery styles. For example, learners may want to study on a half-day/evening basis or combine evening (or day release) study with some distance/open/online learning provision.

Timetabling of the five Units is at the discretion of individual centres. Assessment Support Packs are available which reinforce the practical aspect of the Unit specifications, as well as setting a common standard across centres.

## 7 General information for centres

### Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

### Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## 8 General information for candidates

The NPA in Business and Marketing at SCQF level 5 has been designed to give you the practical skills and theoretical knowledge required to work in a modern Business environment. This is a standalone qualification, but it can also be undertaken as part of the NC in Business.

In order to gain this award you must successfully complete **five** credits.

There are no specific entry requirements. However, it is beneficial if you have completed Standard Grades, National Qualifications or relevant SCQF level 4 Units.

The Units in the NPA will equip you with skills such as:

- ◆ practical ICT skills
- ◆ research and presentation skills
- ◆ working with internal and external customers
- ◆ employability skills
  - adaptability/flexibility
  - working with others
  - customer care skills
  - communication.

The structure of the NPA is designed to offer a degree of choice and flexibility. This allows you to choose areas of business that interest you most, as well as developing an underpinning business focus.

## 9 Glossary of terms

**SCQF:** This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at [www.scqf.org.uk](http://www.scqf.org.uk)

**SCQF credit points:** One SCQF credit point equates to 10 hours of learning. NQ Units at SCQF levels 2–6 are worth 6 SCQF credit points, NQ Units at level 7 are worth 8 SCQF points.

**SCQF levels:** The SCQF covers 12 levels of learning. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

**Dedicated Unit to cover Core Skills:** This is a non-subject Unit that is written to cover one or more particular Core Skills.

**Embedded Core Skills:** This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

**Signposted Core Skills:** This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

**Qualification Design Team:** The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the National Certificate/National Progression Award from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

**Consortium-devised National Certificates/National Progression Awards** are those developments or revisions undertaken by a group of centres in partnership with SQA.

## 10 Appendix 1: Replaced Units

<b>Title (Replacement Unit)</b>	<b>Code</b>	<b>Title (Finished Unit)</b>	<b>Code</b>
Management of Marketing and Operations	H20V 75	Business Decision Areas: Marketing and Operations	DV4K 11
Management of People and Finance	H20S 75	Business Decision Areas: Finance and Human Resource Management	DV4L 11
Understanding Business	H20R 75	Business Enterprise	DV4G 11

The table above illustrates where Units on the framework have lapsed/finished and been replaced by newer Units. Candidates who have achieved the finished Unit can be credit transferred to the replacement Unit.