



Arrangements for:

National Progression Award in Business and Marketing at SCQF level 4 Group Award Code: GA4D 44

Validation date: January 2011

Date of original publication: month and year

Version: 04

Acknowledgement

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

Contents

1	Introduction	1
2	Rationale for the development of the Group Award	1
3	Aims of the Group Award	2
3.1	Principal aims of the Group Award	2
3.2	General aims of the Group Award	2
3.3	Target groups	3
3.4	Employment opportunities	3
4	Access to the Group Award.....	4
5	Group Award structure	4
5.1	Framework	4
5.2	Mapping information	4
5.3	Articulation, professional recognition and credit transfer	5
6	Approaches to delivery and assessment	5
7	General information for centres	5
8	General information for candidates.....	6
9	Glossary of terms	6

1 Introduction

This is the Arrangements Document for the ***National Progression Award (NPA) in Business and Marketing, at SCQF level 4***. This document includes: background 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 is designed to provide learners with the basic theoretical knowledge required for progression to further study or advancement in either current or future employment.

The award structure and Unit content provide a vocational and relevant curriculum which creates and promotes effective articulation and transition into further and higher education. It also recognises and supports skills for industry and future employment.

2 Rationale for the development of the Group Award

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.

This NPA is designed to attract individuals who wish to gain up-to-date practical skills and knowledge in a relatively short period of time, in the business and marketing sector. 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 as full-time or part-time, depending on the needs and requirements of potential learners and centres.

Business and Marketing is represented with NPAs at both SCQF level 4 and SCQF level 5 to align with NC arrangements. The NPA in Business and Marketing at SCQF level 4 consists of three level 4 Units and enables learners to begin and progress, if needed, to Units at a higher level as their confidence and skills increase.

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 also helps 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 in Business and Marketing 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.
- 2 Provide opportunities for the individual 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.

The table below references the aims with the individual three mandatory Units.

Unit title	Code	Reference to Aims of the Award
Business in Action	H280 74	1,2,3,4,6,7
Marketing: An Introduction	F5G2 10	1.2.3.4.6,7
Enterprise Activity	D36N 10	1,2,3,4,5,6,7

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, it is hoped that learners are then able to progress in education, find suitable employment or progress within their current job role. The NPA enables learners to consider the various options open to them and make informed career choices for their future.

3.3 Target groups

The NPA has been designed to meet the needs and requirements of a wide range of potential learners/clients. Scoping indicated five main client groups for provision at this level:

- ◆ learners who are at school or who have recently left
- ◆ school learners wishing to study an area not delivered at school
- ◆ mature learners who have been out of education for a period of time
- ◆ employees wishing to enhance their qualifications and skill-sets
- ◆ employers looking to offer 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 find they need to undertake an ESOL course first but others 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 will provide 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 by design can tailor itself 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 three 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

There are no specific recommended entry requirements for this award. Entry is at the discretion of the centre, although basic literacy qualifications and IT skills would be advantageous.

5 Group Award structure

The NPA comprises a framework of three Units (3.5 SQA credits; 21 SCQF credit points) taken from the NC in Business at SCQF level 4 (G973 44). All three Units are mandatory in the NC and all are at SCQF level 4.

5.1 Framework

Candidates must complete all three Units to achieve the NPA.

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
*Business in Action	H280 74	9	4	1.5
*Marketing: An Introduction	HJ2Y 44	6	4	1
Enterprise Activity	D36N 10	6	4	1

*Refer to history of changes for revision details.

Note: The Unit *Business Decision Areas* (DV4H 10) has been replaced by *Business in Action* (H280 74). Candidates who have achieved the former Unit may receive credit transfer to *Business in Action*.

5.2 Mapping information

The structure of this NPA:

- ◆ provides flexibility 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 provides 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 SCQF level 5, eg the NPA in Business and Marketing (GA4R 45). In addition, as the award is made up of Units which form the mandatory core of the NC in Business, it is likely that many candidates will also have the necessary skills to progress to HN awards.

The flexibility of the Award is further enhanced as the structure takes into account that centres are likely to offer the NC in Business as the central part of the curriculum of 17–20 modules. The new award is, therefore compatible with existing arrangements and with other NPAs.

5.3 Articulation, professional recognition and credit transfer

This will provide a platform for learners to access National Certificate Courses at SCQF level 4 or 5. Learners with previous work experience and this NPA may be able to undertake Professional Development Awards. Learners looking to progress into employment within Customer Service, Sales or Marketing would also benefit from this qualification.

6 Approaches to delivery and assessment

The delivery of this NPA is at the discretion of individual centres. The structure allows centres a high degree of flexibility in the delivery. It 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 three Units is at the discretion of individual centres. Assessment Support Packs are available which reinforce the practical aspect of the Units, 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.

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).

8 General information for candidates

The National Progression Award in Business and Marketing at SCQF level 4 has been designed to provide you with a grouping of three relevant Units which give you 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 (G973 44).

In order to gain this award you must successfully complete all three Units. There are no specific entry requirements but it would be beneficial if you had some basic literacy and IT skills.

The Units 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
 - problem solving.

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

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.