

& Business & Enterprise

LEVEL 5 EXTENDED



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LRN Level 5 Extended Diploma in Business and Enterprise is addressed to individuals who want to develop their knowledge and skills in the business industry at a higher level.



Entry Requirements:

- A LRN Level 4 Diploma or
- Two Level 3 passes (at A Level standard) or
- A Level 3 qualification, or above, with 120 credits and 480 Guided Learning Hours or
- Evidence of relevant employment in a business at a suitable level (which must include a signed reference letter from your employer)

English language: Candidates should also have a qualification for English Language at Level B2 (or equivalent)

Assessment:

The assessment consists of written assignments externally set and marked by the LRN. The marking of assignments will be carried out in accordance with the marking criteria listed in the assignments. In order to ensure a rigorous quality assurance model is applied, each assignment is moderated.

LRN will provide a sample assignment for each unit to its approved center through center portal.

Assessment criteria is based on: Distinction/ Merit/ Pass/ Fail



Mandatory

1. Introduction to Business and Enterprise
2. Managing in a Global Business Environment
3. Organizational Behavior
4. Introduction to Accounting
5. Business Communication
6. Operations Management
7. Leadership within Organizations
8. Business Research



Optional

1. Business Decision Making
2. Strategic Business Management and Planning
3. Ethics in Business
4. Corporate Social Responsibility
5. Risk Management
6. Planning a New Business Venture
7. Project Management for Business
8. Entrepreneurship
9. Employment Law
10. Business Law
11. Company Law
12. European Law
13. Marketing Strategy
14. Contemporary Issues in Marketing
15. Marketing Planning
16. Marketing Communications
17. Employee Relations
18. Human Resource management(Principles)
19. Managing Human Resources (Practice)
20. Human Resource Development
21. Sustainable Tourism Development
22. Resort Management
23. Passenger Transport Operations
24. Incoming and Domestic Tourism

AIMS OF THE MODULE



The LRN Level 5 Extended Diploma in Business and Enterprise consists of eight mandatory units plus eight optional units:

■ INTRODUCTION TO BUSINESS AND ENTERPRISE (MANDATORY)

This unit aims to give you a considered understanding of:

- Being able to understand what is enterprise
- Recognize the necessity for enterprise capability in creating a dynamic economy
- Understand the next level of enterprise

■ **MANAGING IN A GLOBAL BUSINESS ENVIRONMENT**

(MANDATORY)

This unit aims to give you a considered understanding of:

- The markets in which different types of organization operate, and recognize the importance of organizational and cultural factors in shaping the global business environment
- Being familiar with how business is organized globally and understand the functions and roles of management for this environment
- Understanding how businesses can develop strategy for the global environment whilst being aware of the needs for ethics business practices

■ **ORGANIZATIONAL BEHAVIOR**

(MANDATORY)

This unit aims to give you a strategic understanding to:

- Describe and discuss the major theories and concepts that pertain to understanding Behavior in Organizations
- Understand the role of the individual in the Organization and what motivates them
- Illustrate the roles of Groups, Teams and Leadership within Organizations
- Understand the Nature of Management and the Structures of Organization
- Understand Organizational Management

■ INTRODUCTION TO ACCOUNTING

(MANDATORY)

This unit aims to give you a strategic understanding of:

- Understanding the sources of finance available to a business
- Understanding the implications of finance as a resource within a business
- Being able to make financial decisions based on financial information
- Being able to evaluate the financial performance of a business

■ BUSINESS COMMUNICATION

(MANDATORY)

This unit aims to give you a strategic understanding to:

- Demonstrate an understanding of the different types of business information and their purpose
- Be able to present business information effectively
- Demonstrate an understanding of the issues and constraints in relation to the use of business information and communication security in organisations
- Communicate business information using appropriate methods and understand the impact of information

■ OPERATIONS MANAGEMENT

(MANDATORY)

This unit aims to give you a strategic understanding to:

- Understand the nature and importance of operations management
- Understand the link between operations management and strategic planning
- Understand how to organize a typical production process
- Be able to apply relevant techniques to the production of an operational plan for an organization

■ LEADERSHIP WITHIN ORGANIZATIONS

(MANDATORY)

This unit aims to give you a strategic understanding to:

- Understand the differences between leadership and management and their impacts on business success
- Understand leadership styles
- Understand how leaders create and maintain successful teams



■ BUSINESS RESEARCH

(MANDATORY)

This unit aims to give you a strategic understanding to:

- Be able to select a topic for research
- Be able to conduct a data review and analyze the findings
- Be able to conduct a research project
- Be able to analyze research findings
- Be able to present the research outcomes
- Be able to evaluate the research outcomes





■ BUSINESS DECISION MAKING (OPTIONAL)

This unit aims to give you a strategic understanding to:

- Be able to use a variety of sources for the collection of data, both primary and secondary
- Understand a range of techniques to analyze data effectively for business purposes
- Be able to produce information in appropriate formats for decision making in an organizational context
- Be able to use software-generated information to make decisions in an organization

■ STRATEGIC BUSINESS MANAGEMENT AND PLANNING (OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the nature, scope and need for strategic business management and planning in international profit and not-for-profit organizations
- Understand a range of classical and contemporary models, concepts and tools in business strategy and planning
- Understand the processes by which organizations identify and develop their goals and values
- Understand the impact of political, economic, social, technological, environmental and legal factors on an organization
- Understand the key forces that represent both opportunities and threats to organizations whether for profit or not for profit
- Understand the strategy process for an organization to achieve competitive advantage
- Understand the future challenges affecting strategic business management and planning





■ ETHICS IN BUSINESS

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand different ethical perspectives in business
- Understand business objectives from an ethical perspective
- Understand ethics in workplace relationships
- Be able to assess a current ethical issue in a business

■ CORPORATE SOCIAL RESPONSIBILITY

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand current corporate social responsibility issues facing business
- Understand the impact of corporate social responsibility policy on different stakeholders
- Be able to make recommendations for responsible business practice

■ RISK MANAGEMENT

(OPTIONAL)


This unit aims to give you a strategic understanding to:

- Understand the risk management function in a start-up business
- Understand how business risk is assessed and managed and who is involved with risk management in a new business
- Understand the effects of business risks and how they can be managed
- Understand approaches to crisis management and business continuity planning in a developing business

■ PLANNING A NEW BUSINESS VENTURE

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the different types of business organizations
 - Understand factors that determine market potential
 - Be able to develop a business case
 - Be able to pitch a business proposal
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■ PROJECT MANAGEMENT FOR BUSINESS

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand project management principles
- Be able to manage a projects human resources
- Be able to apply project processes and procedures

■ ENTREPRENEURSHIP

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Define and explain the terms: entrepreneurship, enterprise and owner-management
- Understand the nature of business development in the context of existing organizations and of new business start-ups
- Understand the concepts of innovation and creativity and the roles that both play in entrepreneurship and business development





■ EMPLOYMENT LAW (OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the sources, institutions and enforcement systems for individual employment rights
- Understand the nature and scope of the employment relationship in its legal and business context
- Be able to apply the legal provisions concerned with discrimination and health and safety in a legal and business context
- Understand the impact on the employment relationship of the developing law in the areas of human rights and data protection legislation

■ BUSINESS LAW

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Be able to apply the main principles affecting the legal relationship between business organizations and their consumers
- Be able to apply the legal rules on consumer credit agreements and agency
- Understand the legal rules relating to monopolies, mergers and anticompetitive practices
- Know the key provisions relating to intellectual property rights

■ COMPANY LAW

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the nature of a company
- Be able to draw up the constitution of a company
- Understand share capital and capital maintenance
- Understand about shareholders, directors, charges and insolvency



■ EUROPEAN LAW

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the EU institutions
- Understand the sources of EU law and issues of sovereignty
- Understand the European provisions relating to the free movement of goods, services and establishment of businesses

■ MARKETING STRATEGY

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the concept and strategic role of marketing in business
- Know how to build marketing strategy
- Understand the concept and role of market segmentation and positioning

■ CONTEMPORARY ISSUES IN MARKETING

(OPTIONAL)


This unit aims to give you a strategic understanding to:

- Understand the importance of relationship marketing in a contemporary business context
- Understand the role of marketing in non-traditional contexts
- Understand the importance of applying the extended marketing mix in the service sector
- Understand the reasons for the increasing emphasis on ethics and social responsibility in marketing

■ MARKETING PLANNING

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Be able to compile marketing audits
 - Understand the main barriers to marketing planning
 - Be able to formulate a marketing plan for a product or service
 - Understand ethical issues in marketing
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■ MARKETING COMMUNICATIONS

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Explain the concept of an integrated marketing communications strategy
- Explain the major theories relating to communication and communication processes and how these are used to underpin the development of real-world marketing communication
- Analyze the relative strengths and weaknesses of individual marketing communication tools (e.g. advertising, sales promotion, public relations and publicity, personal selling)
- Create an integrated marketing communications program
- Analyze other related issues affecting marketing communications including the legal, ethical and cultural challenges and the implications of globalization



■ EMPLOYEE RELATIONS

(OPTIONAL)


This unit aims to give you a strategic understanding to:

- Understand the context of employee relations against a changing background
- Understand the nature of industrial conflict and its resolution
- Understand collective bargaining and negotiation processes
- Understand the concept of employee participation and involvement

■ HUMAN RESOURCE MANAGEMENT

(PRINCIPLES) (OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the difference between personnel management and human resource management
 - Understand how to recruit employees
 - Understand how to reward employees in order to motivate and retain them
 - Know the mechanisms for the cessation of employment
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■ **MANAGING HUMAN RESOURCES**

(PRACTICE) (OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the different perspectives of human resource management
- Understand ways of developing flexibility within the workplace
- Understand the impact of equal opportunities within the workplace
- Understand approaches to human resources practices in organizations

■ **HUMAN RESOURCES DEVELOPMENT**

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the difference between personnel management and human resource management
- Understand how to recruit employees
- Understand how to reward employees in order to motivate and retain them
- Know the mechanisms for the cessation of employment

■ SUSTAINABLE TOURISM DEVELOPMENT

(OPTIONAL)


This unit aims to give you a strategic understanding to:

- Understand the rationale for planning in the travel and tourism industry
- Understand different approaches to tourism planning and development
- Understand the need for planning for sustainable tourism
- Understand current issues related to tourism development planning
- Understand the sociocultural, environmental and economic impacts of tourism in developing countries and emerging destinations

■ RESORT MANAGEMENT

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the function and structure of resort operations
 - Understand the role and impact of quality systems and procedures
 - Understand the management issues relating to incidents
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■ PASSENGER TRANSPORT OPERATIONS

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand the appeal, motivational factors and variable behind travel decisions
- Understand the management of passenger systems and nodes
- Understand the factors of competition between transport operators
- Understand the effects of developments and issues on transport operations

■ INCOMING AND DOMESTIC TOURISM

(OPTIONAL)

This unit aims to give you a strategic understanding to:

- Understand a tourist product and its appeal
- Be able to interpret visitor trends, visitor types and their motivations
- Understand ways in which incoming and domestic tourism is promoted and managed
- Understand the structure and role of public sector organizations in supporting incoming and domestic tourism

FOR MORE INFORMATION:



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