

#TRANSFORMINGLIVES



Access to Higher Education

BUSINESS DIPLOMA

"A qualification which prepares people without traditional qualifications for study at degree level at university"
(Access to Higher Education, 2020)

TRANSITION PACKAGE

**HOW CAN AN
ACCESS DIPLOMA
HELP ME?**

It is structured and designed to provide relevant and general business knowledge and opportunities to understand and approach academic study in preparation for higher education (HE).

**WHO CAN STUDY AN
ACCESS DIPLOMA?**

Adult students undertaking Access to HE Diplomas are from a wide variety and backgrounds. This course is aimed at those who may not have been in education for a while, desire a change in focus/career or want to achieve qualifications in order to access higher education.

**WHAT RECOGNISED
QUALIFICATION
WILL I ACHIEVE
BY STUDYING AN
ACCESS TO HE
DIPLOMA?**

Students in completing all course requirements will be awarded an Access to HE Diploma, a qualification regulated by the Quality Assurance Agency (QAA) and recognised by universities.

Support and assistance in university application via UCAS will be provided.

**WHAT UNIVERSITY
COURSES CAN I
PROGRESS TO, AFTER
THE ACCESS TO HE
DIPLOMA
IN BUSINESS?**

A range of HE progression opportunities include; Marketing, Human Resource Management, Accountancy and Finance, Business Studies, Business Management, Business Administration, Project Management, Event Management, Retail, Sales and Merchandising, Recruitment, Data Analytics and Social Media Management, as well as many others.

**WHAT ARE
THE ENTRY
REQUIREMENTS?**

Subject to successful interview, previous qualifications and the results of diagnostic assessments in both English and Mathematics. It is expected that students will be working mainly at Level 2 in both English and Mathematics.

WHEN ARE CLASSES?

Wednesday and Thursday evenings, 5pm-9pm.
Attendance is compulsory to both sessions

MANAGEMENT FUNCTIONS	TEAM BUILDING
HUMAN RESOURCE MANAGEMENT	THE MARKETING ENVIRONMENT
ACCOUNTANCY FOR MANAGEMENT	ENGLISH
INNOVATION AND THE ENTREPRENEUR	MATHEMATICS (LEVEL 2)

WHAT UNITS WILL I STUDY?

There are a range of assessment methods varied across all units including; written reports, case studies, presentations, spreadsheets, memos and training sessions.

WHAT KIND OF ASSESSMENTS ARE THERE?

Visit the following website to apply:
www.hartlepoolfe.ac.uk/courses/explore/qaa-access-he-business-studies

HOW DO I APPLY?

Your tutor will be Jacqui Paylor and you can contact her direct at:
Jackie.Paylor@hartlepoolfe.ac.uk

WHO WILL TEACH ME?

There are important key words and concepts used across the units which will help you understand the key elements. DO NOT worry, you are not expected to know each one in advance, but it could be background research which will benefit you in preparation and understanding.

HOW CAN I PREPARE FOR THIS COURSE?

Write a definition/explanation for each of the following. You can include structures/ diagrams to demonstrate knowledge. Reference sources (see below)

TASK 1: KEY TERMS

THE MARKETING ENVIRONMENT

The purpose is to develop an understanding of the marketing environment whilst recognising the nature and benefits from a business approach. This enables an analysis of various strategies in terms of consumer needs, pricing, product placement, promotion and the evolution of marketing channels.

Key terms and concepts

Marketing	Relationship Marketing	Digital Marketing	The Marketing Mix
Service Marketing	Segmentation and Targeting	Marketing Channels	Marketing Plan

HUMAN RESOURCE MANAGEMENT

The purpose is to develop knowledge of the Human Resource Management function within a business. Additionally, to enable an understanding the methods and techniques which can be used to develop, motivate and improve employee performance

Key terms and concepts

Human Resource Management	Motivational strategies	Performance measurement	Appraisal
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ACCOUNTING FOR MANAGERS

The purpose is to develop an understanding of accounting concepts and techniques required to budget effectively within a management role. This enables an understanding of investment decisions and interpreting final accounts.

Key terms and concepts

Budgeting and its effectiveness	Cash Flow forecasting	Break-even analysis	Final accounts	Statement of financial position
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TEAM BUILDING

The purpose is to develop an understanding of working within a team environment. Specifically, a recognition of the roles and personalities within a team, communication and feedback and the formation of effective teams.

Key terms and concepts

Leadership styles	Team roles (Belbin)	Team formation (Tuckman)
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MANAGEMENT FUNCTIONS

The purpose is to develop an ability for understanding and differentiating between the main functional activities of management and the relevant processes of organisational development and implications of conflict and change.

Key terms and concepts

The function of Management	Organisational culture	Motivational theories
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PREPARATION FOR ASSIGNMENTS

TASK:

To understand some of the terminology around this, use the following website below:

www.citethemrightonline.com

Academic work should be of good quality and requires a willingness to learn. Students will learn the guidelines for accurate referencing and sourcing as universities have strict guidelines and disciplinary procedures which all students and tutors must follow. The diploma will ensure that students understand referencing requirements and support students to engage in presenting assignments with the correct referencing format to avoid plagiarism.

1) Define the key words:

- | | |
|---------------------|-----------------------|
| a) Primary research | b) Secondary research |
| c) Referencing | d) Plagiarising |
| e) Summarising | f) Paraphrasing |
| g) Bibliography | |

2) Using the website, find out and write the correct way to reference using Harvard style referencing.

It does not matter in this instance, what source of information you reference, but pay attention to the use of capital letters, commas, brackets, quotation marks, italic font.

- a) a textbook
- b) a website
- c) a scientific journal