

# **King Edward VI College**

Stourbridge

Higher Education Programme 2018

Validated by





# Welcome

Thank you for your interest in studying at King Edward's. Our Foundation and Honours degrees are designed specifically with the needs of students who want to develop and progress as managers or run their own businesses. We want to equip our students with the skills that are relevant to the modern workplace, preparing managers, leaders and entrepreneurs for future success.

The content of the modules are directly relevant to your workplace or business, we have designed the assignments to be applied to real life situations that you are facing or will face. We use case studies that are relevant in order to create a greater understanding of your business environment, management techniques, your own capability and so improving the overall performance of your organisation.

Our programmes are designed to help you prepare for your chosen career, it is possible to study on this course and work at the same time. It draws heavily on your working life and will prepare you for future success.



# Why study at King Edward VI?

We have an enviable regional and national reputation for offering high quality learning in our friendly campus in the centre of Stourbridge town. As well as being known for delivering A level programmes, we now offer a range of higher education courses designed to meet the local needs of potential students who are not able to or do not wish to study in a conventional university context.

Students who have chosen to study at a higher education level choose King Edward's because:

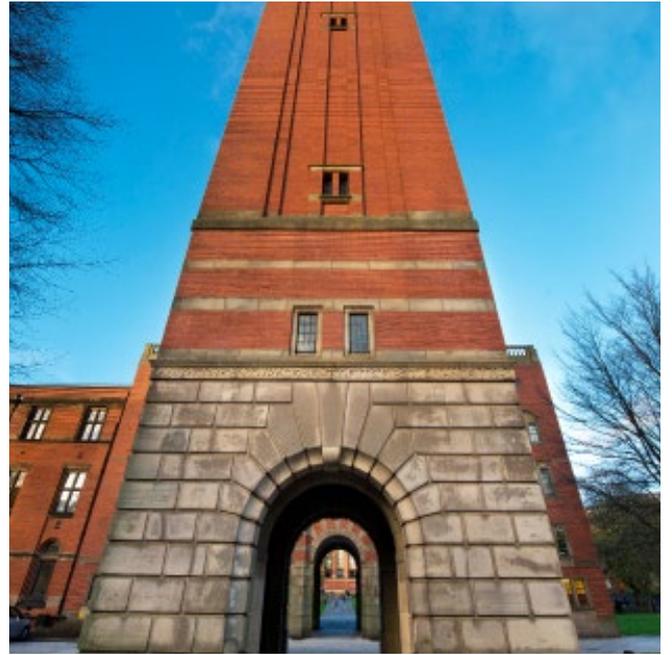
- our reputation is in delivering high standards of education
- our local presence is convenient
- they do not wish to go to a University
- we provide a more personalised study environment
- we offer flexibility to be able to work and study
- we offer vocationally relevant programmes

## A bit of history

The original college was founded on 21 May 1430 and was known as the Chantry School of Holy Trinity. The charter for the grammar school was granted on 17 June 1552 by King Edward VI. It became a sixth form college specialising in A level provision in 1976 and has been rated as an "outstanding" college by Ofsted. We have delivered a programme of higher education validated by Middlesex University and recently we have forged a new partnership with Chichester University to deliver vocationally relevant qualifications in the area of business and management.







# Stourbridge

## West Midlands

Our campus is situated in Stourbridge town centre, within easy walking distance of the shops, main bus and train stations. Stourbridge, with a population of 50,000, has a long heritage in creativity and entrepreneurialism. In the 17th century it was a world leader in the glass industry, and flourished during the Industrial Revolution when it exported iron products all over the world. Even the first American train to run on tracks was made here! Today it is home to numerous technology businesses and has a range of coffee shops, restaurants and sport and social activities.

Stourbridge is within 30 minutes of the centre of Birmingham, Britain's second city, which has a population of over a million. Birmingham is a thriving business city with excellent nightlife including theatres, music venues, restaurants, and cultural activities – some of the best shopping in the UK can be found in Birmingham. Did you know that Birmingham has more canals than Venice? It's also home to Jaguar cars and Cadbury's chocolate. Shakespeare country is on our doorstep, with the world famous Royal Shakespeare Company based in the beautiful Stratford-upon-Avon.

Dr Johnson published the first definitive dictionary of the English Language in 1755; he was a former student.

Birmingham



London

# Top quality programmes

We have a reputation regionally for offering high quality courses. Our programmes are awarded by the University of Chichester\* and we are inspected by the Quality Assurance Agency which ensures the quality of all higher education provision in the UK.



# Our Adult Learning Programme

Students choose to commence with one of two foundation degree programmes offered on campus.

At the end of two years, the student either exits with their award or can choose to continue with a further year to exit with a full BA (Hons) award.

## Foundation degree in Business, Leadership & Management (2 year)

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The foundation degree in business, leadership and management is specifically designed to cater for the needs of employees working in a management or supervisory role, or those aspiring to such a role. It aims to equip students to understand the nature of the organisations in which they work, the roles they are called upon to play, and how they might enhance their own performance in pursuit of their chosen careers. It also aims to set their work within an academic context. The programme offers a mix of academic and vocational/professional study that encourages students to develop within their work environment and to be reflective, lifelong learners. The successful completion of the Foundation degree enables students to progress to the honours level of University of Chichester BA (Hons) Business Studies degree programme at King Edward's.

## Foundation degree in Business & Entrepreneurship (2 year)

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The foundation degree in business & entrepreneurship is specifically designed to cater for students who are either setting up their own business or seek to develop a business in the future. It aims to equip students to understand the nature of the organisations in which they work, the marketplace, the roles they are called upon to play, and how to create a successful business. It also aims to set their work within an academic context. The programme offers a mix of academic and vocational/professional study that encourages students to develop within their own business and to be reflective, lifelong learners. The successful completion of the foundation degree enables students to progress to the honours level of University of Chichester BA (Hons) business studies degree programme at King Edward's.

## BA (Hons) top up degree in Business Studies (1 year)

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The BA (Hons) top up in business studies is an additional third year open to those that complete one of the foundation degrees. What type of leaders do we need in the 21st century? Our working environment is increasingly uncertain and complex therefore our leaders will have to make sense of contradictory pressures, to inspire confidence in others and make the best decisions with the information they have to hand. Our programme takes this to heart and locates the student at the centre of their own learning in the context of two formative learning experiences - their day to day work and their studies here at King Ed's. A combination of theory, practice and reflection as a means to develop leadership ensures they learn how to embrace a changing world.

# Distinctive Features

- learning based around individual development needs
- individual student programme of study applied within the context of their workplace and endorsed by their employer
- the programme comprises a mixture of generic management and skills based modules alongside core work-based learning modules
- programme structure allows for modules at both Level 4 and Level 5 that can be designed to focus on the specific needs of a particular employer or sector
- flexible study mode that enables students to engage with elements of the programme in response to specific professional development requirements, or undertake a fully structured programme of study leading to the final qualification

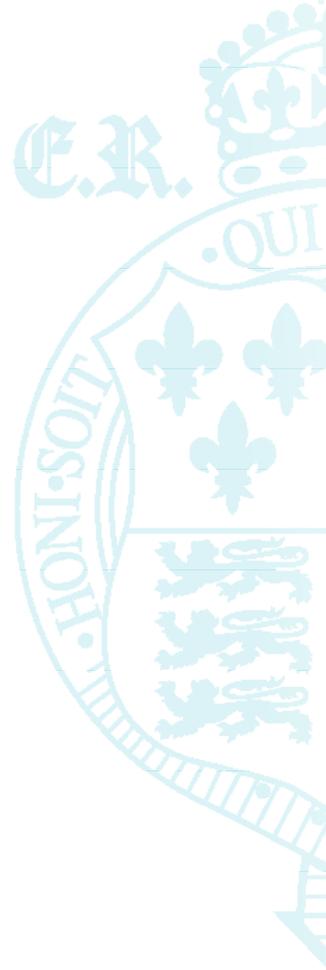
## Our foundation degrees aim to:

- provide students with a firm grounding in the principles of management
- enable students to study the nature of organisations, their internal aspects, functions, processes and cultures through exploring their own experience at work
- develop self-aware, reflective managers
- develop management awareness and skills in practice, for example: leadership, initiative and decision making, alongside an ability to manage change
- provide a learning environment that supports student development through active engagement with peers

## Full-time or part-time

Our programme is offered on a full time or part time basis.

Our foundation degree takes 2 years full-time and 4 years part-time.







# Course Content Year one

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## Term 1

### Introduction to Management (20 credits)

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This module aims to introduce students to some of the essential principles of good management. This will entail discussion of the political and organisational context in which managers operate (e.g. for profit, not-for-profit, local government and other variants) together with an introduction to a basic understanding of the way in which human relationships and communication skills have a significant bearing on good management.

### Market & Customers (20 credits)

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This module aims to introduce learners to the basic principles of customer care, marketing promotion and the service marketing mix. It is designed to be active and student-centred, and will draw upon the experiences of the learners themselves as they reflect upon their own experiences as customers. The module is designed to appeal to learners with no previous marketing experience, as well as those that work for public sector organisations or micro-businesses.

## Term 2

### Operations Management (20 credits)

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This module provides a survey of the operations management function. The module reviews the development of operations management chronologically with an emphasis on the impact of increasing specialisation, system analysis, and process-based approaches to work on society and across different economic sectors, and especially the service sector. Key managerial decision areas for operations managers are discussed including system resources, planning and control, quality and innovation management.

### Business Law (20 credits)

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This module is intended to introduce students to three key legal themes that are relevant to managers in the work place. The module focuses on an introduction to contract law, tort and employment law. It is not intended to make students expert in the subject but to provide them with sufficient understanding in order to recognise its existence and effects within administrative and commercial activities, and know when to seek appropriate professional assistance.

## Term 3

### Managing Financial Resources (20 credits)

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This module aims to provide students with a practical introduction to the role that financial literacy plays in effective management. The primary focus is on the use of business scenarios to support the understanding of key financial statements, and techniques that are used to inform business planning and decision making. In addition, the module provides a hands-on introduction to the use of financial modelling as a tool to support the business planning process.

### Personal Development Plan (20 credits)

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This module aims to help students begin to identify and manage their own development needs, understand their position within their organisation and expectations of their role within it as managers or potential managers.



# Course Content Year two

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## Term 1

### **Project Management (20 credits)**

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This module aims to equip students with the tools and skills necessary to manage projects effectively by demonstrating the importance of following a prescribed project management methodology.

To introduce the concepts of project management in a practical way including: effective scoping, planning, resource allocation, risk and issue management, project monitoring, reporting and review. To provide the basis for business case development and subsequent budget management

### **Sales Process (20 credits)**

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The aim of the module is to examine concepts and practice of the sales and selling process in the Business-to-Business (B2B) and Business-to-Consumer (B2C) contexts. The module emphasis will be on the practical application of theory and best practice. The individual, management and corporate determinants that affect sales efficiency and effectiveness will also be examined. The module will draw upon the students own experience as a seller or buyer or consumer in both B2B and/or B2C situations. The module will also provide the students with a range of practical tools and approaches that can be used to improve the sales process in their own organisations.

## Term 2

Specialist modules if you are choosing the foundation degree in management, leadership and business

### **Leading Change (20 credits)**

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This module aims to develop the students understanding of the nature and challenge of change to organisational structures. It examines the forces of change in modern organisations, the impact of change on the workforce and the ways in which people respond to change. We will also examine the skills of leaders being equipped to take organisations through a process of change. We will also explore the impact of a culture of continuous change in organisational culture.

### **Human Resource Management (20 Credits)**

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This module aims to provide and develop students' understanding of key issues concerning human resource management – with an emphasis on performance management. It outlines the theory and practice of HRM and reviews the skills that are needed to manage people within various types of work organisations. The workshop learning activities and support material provide a structure through which to locate HRM within both the context of the students' situation as well as extending to broader contexts in contemporary management (i.e. national and international perspectives).



Specialist modules if you are choosing the foundation degree in entrepreneurship and business.

### **Strategies for Enterprise (20 Credits)**

The module is designed to explore the range of issues that would typically require consideration when developing an enterprise proposal. Through a group project delegates are introduced to the challenges of developing a persuasive outline proposal. The primary aims of the module are two-fold. Firstly to support the development of a 'toolkit' of practical business related techniques, and secondly, to develop confidence in embracing potential entrepreneurial opportunities within their working environment.

### **Sales Skills (20 credits)**

The aim of this module is to consider the requirements of a salesperson and develop the basic skills of selling. Emphasis will be based on the planning and structure of a sale from prospecting through to presenting and closing a sale. The module will focus on the practical application of the concepts of selling and its links to other promotional marketing and service to the customer.

The module aims to build on existing and applicable experience, to develop student's practical skills in selling based on an accepted theoretical structure of a sale, within different sales environments and media.

## Term 3

### **Strategic Management (20 credits)**

The aim of the module is to examine concepts of strategic management in small to medium enterprises (SMEs). Emphasis will be placed on the strategic management processes, including strategic analysis, choice of goals, leadership and the implementation of change. The module will focus on examples drawn from both public sector and business case studies as appropriate.

The module aims to equip students with some theoretical understanding of the concepts of strategic management and practical tools to use in analysing and implementing change processes in their own organisations.

### **Leading and Developing Teams (20 credits)**

This module aims to challenge and deepen student understanding of leadership theory and practice in a workplace team scenario. It identifies and draws student attention to some critical differences between concepts of leadership and particular management styles and organisational settings. It will illustrate some of the essential links between leadership and motivation theories, communication and influencing skills. The overall aim is to help to develop and broaden team leadership potential in each individual student in ways that may lead to improvements in their own and their organisations performance in the workplace. This module builds on FD101 encouraging the use of Personal Development Plans (PDPs) and the relevance of Continuing Personal Development (CPD).

# Course Content Year three BA (Hons)

Throughout the year you will be working on a management project.

## Management Project (45 credits)

This module spans the entire year concluding with a management consulting project.

Students are introduced to the range of commonly used techniques in carrying out a consultancy project that will range from:

- analysing the situation and data
- presenting that data
- the processes of working with and managing a team

The module builds from the stage of agreeing the proposal to effective planning and preparation. To underpin this the module will include the development and application of questionnaires using Excel as well as qualitative techniques. The module focuses on the implementation of a consultancy project that has been agreed with the client, planned and is the culmination of the student's degree. It seeks to address a real and practical problem or business opportunity.

The student will need to:

- effectively manage stakeholders through the project
- work out the most appropriate way to communicate and engage with people (including the client) in both written and oral forms
- effectively analyse the subject matter of the project using the tools selected and to adapt approaches in the face of the emerging evidence
- appropriately manage the governance of the project to meet stakeholder expectations and ethics.
- manage risks and issues through the project
- synthesise the data and develop a coherent and pragmatic case that the client can use as a basis for action.

- appreciate areas of weakness in the project and suggest further areas of study
- proactively engage with the client throughout the project. This might include 1:1 meetings, facilitating workshops and/or group presentations

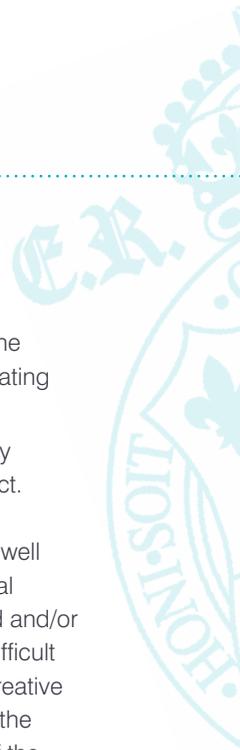
In speaking to you, the student directly, consultancy projects never turn out quite the way that you expect. All of the planning is helpful, but it is never enough. Difficulties can include an anxious client (they may well be very heavily invested in any outcome), you reveal unexpected data that turns your project on its head and/or people who might be affected by the work being difficult to work with. You will need to be imaginative and creative in how you solve these problems whilst navigating the non-negotiables of 1) acting in the best interests of the client and 2) being ethical and upholding the standards of King Ed's. You may also have to adapt quickly to new techniques/tools to address emerging insights or problems. This might involve working out who in your network might help you, what resources to turn to and/or alternative approaches to meet the same end.

All in all, this is a very different module, you are in the driving seat, and you have responsibility to deliver the work, manage your resources and your client.

## Throughout Terms 1 and 2

### Work Placement (30 credits)

This module extracts the learning from the programme and applies it to a work placement issue or a generic issue.



## Term 1

### Strategic Management (15 credits)

The aim of the module is to examine concepts of strategic management in small to medium enterprises (SMEs). Emphasis will be placed on the strategic management processes, including strategic analysis, choice of goals, leadership and the implementation of change. The module will focus on examples drawn from both public sector and business case studies as appropriate. The module aims to equip students with some theoretical understanding of the concepts of strategic management and practical tools to use in analysing and implementing change processes in their own organisations.

### Strategic HR Management (15 credits)

This module builds upon Level 4&5 modules, Human Resource Management. The module starts from a “macro” perspective where particular strategic business and the associated HRM issues are identified. The focus is then on the operational consequences that follow from these strategic issues and goals. Towards the latter part of the module the focus is on the micro issues of strategic HRM. The module focuses on the integrative nature of strategic human resource management and how it can be put into operation with a range of management tools and techniques. The importance of the subject area is maintained through the identification of current HRM issues and themes, and the practical application and consequences of such developments. In addition the spotlight is placed on the role of the HR specialist and the skills and abilities required for such a role.

## Term 2

### Strategic Marketing & Communication (15 credits)

This module will equip learners with problem solving and decision-making skills for an understanding of global marketing. It will enable learners to critically evaluate key issues associated with global marketing within the context of a dynamic cultural environment. Students will appraise global marketing opportunities and threats in order to make decisions relating to an organisation's ability to successfully enter and compete in international markets. The module will assume a practical and analytical marketing perspective.



# Our Learning Environment

Adult learning at King Edward VI College operates on 3 x 12-week terms. During term time, students are required to be in college one afternoon and early evening a week. It is designed to give the student maximum time to be able to work alongside their studies. We encourage all our students to apply their learning to the work place, the programme is designed so that the student can get the most out of their studies by applying what they learn.

We also allow 2 hours a week for tutorials, either face to face or by skype. This ensures that the student is applying their learning and we actively support our students in their assignments.

Each student should set aside an additional 8 hours a week for personal study, reading and assignment work. You should be clear before you start your studies how you are going to set out your personal study time. Students that fail to plan their personal study will struggle to complete the workload.

Students enrolled at the college get full access to the learning resource centre and can use the facilities to help them in their study.

In May we run a summer school where we invite business thinkers and practitioners to support the student. We also introduce the student to their chosen specialist modules and support them with study skills.







# Admissions Criteria

We aim to make our programmes as accessible as possible. Students wishing to be enrolled on our foundation degree programme should meet the following criteria:

- GCSE maths and English (C grade or above) and 2 A level passes (grade E and above) or a pass on a recognised Access to Higher Education Programme
- mature students (21+) who do not meet the educational requirements will need to pass an initial student evaluation
- we also consider applications for entry with advanced standing (with previous relevant experience)

Students wishing to be enrolled on our BA (Hons) top-up degree should meet the following criteria:

- demonstrate a pass at a relevant level 5 qualification eg Foundation Degree or HND or similar in a relevant subject

All students will need to complete the application form, provide relevant documentation including certificates, passport/identity and will be asked to undertake an admissions interview.

Where English is not your first language, you will be asked to complete and pass a test at B2 level or provide an IELTS certificate 6.0 overall.

## Fees

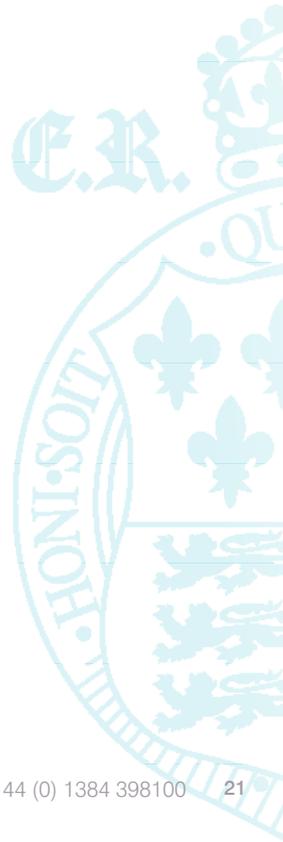
We aim to make our fees as affordable as possible to open up learning opportunities.

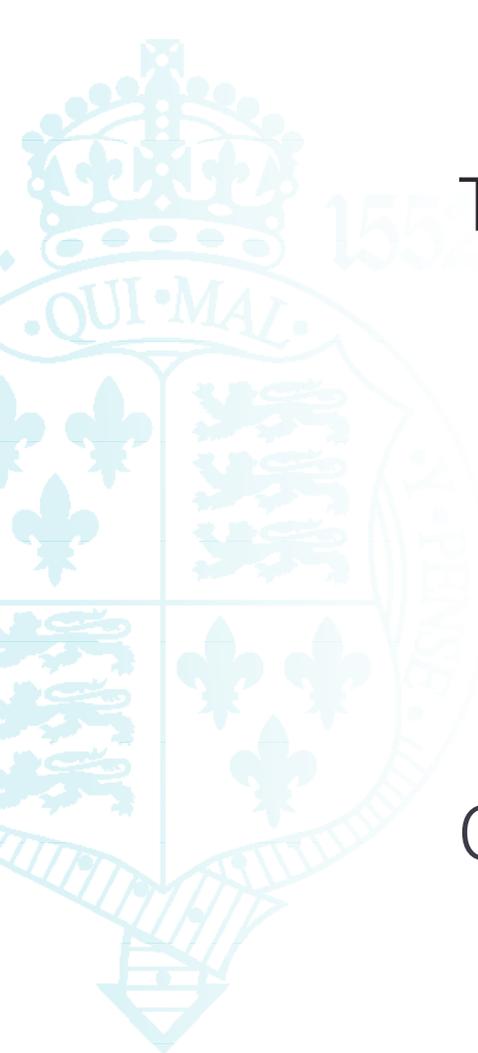
For our foundation degree and BA (Hons) top-up, the fee is £6100 per year for the full-time study programme and £3050 for the part time study programme.

Eligible students can apply to the Student Loan Company for a loan to cover the cost of the fees.

## How to Apply

Either contact us via the website: **kedst.ac.uk**  
or email the higher education team: **highereducation@kedst.ac.uk**





# Term dates

## Autumn Term 2018

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24th September to 14th December

## Spring Term 2019

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7th January to 12th April

## Summer Term 2019

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29th April to 19th July

# Contact

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