

Become a **BUSINESS PRENEUR**

Study HN
BUSINESS



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WHY TMUC

The Millennium Universal College TMUC is Pakistan's one of the largest transnational education groups operating purpose-built University College Campuses across major urban cities and offering International programmes and highly reputed degrees and skills qualifications at home as TMUC is a provider of transnational education programs. By bringing a range of international qualifications home, TMUC aspires to be recognized as the leading institution for borderless education and committed to providing opportunities that exceed the local stream of education to the youth of Pakistan.

Our goal is to produce graduates who are not only equipped with the necessary skills and knowledge to excel in their chosen fields but are also able to make meaningful contributions to society.

PROGRAMME INFORMATION

The Pearson BTEC Higher National in Business provides a specialist work-related programme of study that covers the key knowledge, understanding and practical skills required in the business sector and also offers particular specialist emphasis through specialist units. Learners studying the Pearson Higher National Business will be able to progress to a degree in business or one of its specialist areas.

Programme Information	
Credit Hours	240
Guided Learning Hours	960
Independent Study Hours	1440
Duration	2-3 years
Mode of Study	Full Time: Face to Face Teaching
Assessment & Exam	Monthly Reviews Industry Engagement Formative Summative Assessment Exam Component

Higher National Diploma in **BUSINESS**



SEMESTER-WISE BREAK DOWN OF **MODULES**

Level	Semester	Modules	Credit value
4	1	The contemporary Business Environment	15
		Marketing Processes and Planning	15
		Leadership and Management	15
		Accounting Principles	15
	2	Management of Human Resources	15
		Managing a successful Business Project	15
		Entrepreneurial Ventures	15
		Recording Financial Transactions	15
5	3	Organizational Behaviour Management	15
		Product and Service Development	15
		Business Strategy	15
		Marketing insights and analytics	15
	4	Research Project	30
		Digital Marketing	15
		Integrated Marketing Communications	15

12. Unit Specifications

12.1 Unit 1: The Contemporary Business Environment

Level

4

TQT

150 Hours

Credit Value

15

Introduction

Business activity is fundamental and universal to our everyday lives. Business organisations may differ in many ways, depending on the industry in which they operate globally, but they do share one common feature: the transformation of inputs into outputs. This transformation process takes place against a background of external influences that impact on business activity. The external environment in which business organisations operate is dynamic, complex, volatile and interactive. The aim of this unit is to give students background knowledge and understanding of business, the functions of an organisation and the wider business environments in which organisations operate. Students will examine the different types of organisation (including for-profit and not-for-profit), their size and scope (for example, micro, small- and medium-sized enterprise, transnational and global) and how they operate. Students will explore the relationships that organisations have with their various stakeholders and how the wider external environments influence and shape business decision-making. The knowledge, understanding and skill sets that students gain in this unit will help them to have an insight into different business functions, which will support them with further study, support the development of analytical thinking and the application of key analytical tools used throughout business planning, and enable them to choose their preferred areas of specialism in future studies and in their professional career.

Learning Outcomes

By the end of this unit students will be able to: LO1 Explain the different types, sizes and scope of organisations LO2 Discuss the interrelationship of the various functions in an organisation and how they link to organisational structure LO3 Use contemporary examples to demonstrate both the positive and negative influence/impact the macroenvironment has on business operations LO4 Determine the internal strengths and weaknesses of a specific business and their interrelationship with external macro factors.

Textbooks BURNS, J. and NEEDLE, D. (2019) Business in Context: An Introduction to Business and its Environment. 7th Ed. Cengage Learning.
MORRISON, J. (2020) The Global Business Environment: Towards Sustainability? 5th Ed. Red Globe Press.
WETHERLEY, P. (Editor) and OTTER, D. (2018) The Business Environment: Themes and Issues in a Globalised World. 4th Ed. Oxford: Oxford University Press.
WORTHINGTON, I. and BRITTON, C. (2018) The Business Environment. 8th Ed. Harlow: Pearson.

Links

This unit links to the following related units:
Unit 2: Marketing Processes and Planning
Unit 25: Global Business Environment
Unit 43: Business Strategy

12.2 Unit Number: 2 Marketing Processes and Planning

Level
4

TQT
150

Credit Value
15

Introduction

This unit is designed to introduce students to the dynamic world of the marketing sector and the wealth of exciting career opportunities available to support their decision making in their career choices. Students will have the opportunity to learn about the competencies and behaviours required by employers to work in the marketing sector. They will be introduced to the key principles of marketing, enabling them to develop a marketing plan and to employ elements of the marketing mix to achieve results. They will study the underpinning theories and frameworks of marketing while relating them to real-world examples, including products/services that they encounter in their daily lives.

Learning Outcomes

- LO1 Explain the role of marketing and how it interrelates with other business units of an organisation
- LO2 Compare ways in which organisations use elements of the marketing mix to achieve overall business objectives
- LO3 Produce a marketing plan for an organisation that meets marketing objectives
- LO4 Develop a media plan to support a marketing campaign for an

organisation.

Recommended Resources

GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan. JOBBER, D. and CHADWICK, F. (2019) Principles and Practice of Marketing. 9th Ed. Maidenhead: McGraw-Hill. KOTLER, P. and ARMSTRONG, G. (2016) Principles of Marketing. 7th Ed. London: Pearson. MCDONALD, M. and WILSON, H. (2016) Marketing Plans: How to Prepare Them, How to Use Them. 8th Ed. Chichester: John Wiley and Sons.

Journals

Journal of Marketing Harvard Business Review

Websites

American Marketing Association
www.ama.org
Chartered Institute of Marketing (UK)
www.cim.co.uk

Links

This unit links to the following related units: Unit 1: Business and the Business Environment Unit 22: Product and Service Development Unit 23: Integrated Marketing Communications Unit 37: Consumer Behaviour and Insight Unit 40: International Marketing

12.3 Unit Number: Management of Human Resource

Level
4

TQT
150

Credit Value
15

Introduction

People are the lifeblood of any organisation and the ability to attract, recruit and retain talented staff is critical to the success of any organisation, whether in business, in voluntary organisations or in government. Human resource management (HRM) provides organisations with the principles, knowledge and behaviours to focus people-management activities on supporting and enhancing organisational success and performance. This unit will give students the knowledge and skills associated with human resources (HR) occupational roles at either a generalist level – for example, HR assistant, adviser or business partner – or more specialist roles in areas such as recruitment, talent acquisition and performance and reward management. Students will explore the nature and scope of HRM and the organisational context of people management, including recruitment and retention, training and development, reward systems, employment relations and associated legislative frameworks. The aim of the unit is to enable students to understand and be able to apply principles of effective HRM to enhance sustainable organisational performance and contribute to organisational success, holding business outcomes and people outcomes in equal balance. Students will apply HR practices in a work-related context, using their knowledge and practising skills and behaviours in relevant professional areas, including resourcing, talent planning and recruitment, learning and development and employee engagement. On completion of the unit,

students will understand the purpose and scope of HRM activities. They will be able to apply a range of people-management skills to enhance the performance of an organisation by finding solutions to people-related problems.

Learning Outcomes

By the end of this unit students will be able to: LO1 Explain the impact of the role of HRM in creating sustainable organisational performance and contributing to business success LO2 Produce a workforce action plan for recruiting and retaining talent to address skills shortages in an organisation LO3 Examine how external and internal factors can affect HRM decision-making in relation to organisational development LO4 Apply HRM practices in a work-related context for improving sustainable organisational performance.

Recommended Resources

Armstrong, M. and Taylor, S. (2023) Armstrong's Handbook of Human Resource Management Practice. 16th Ed. London: Kogan Page.
Leatherbarrow, C. and Fletcher, J. (2018) Introduction to Human Resource Management. 4th Ed. London: CIPD and Kogan Page.
Marchington, M., Wilkinson, A., Donnelly, R. and Kynighou, A. (2020) Human Resource Management at Work: The Definitive Guide. 7th Ed. London: CIPD and Kogan Page.
Torrington, D., Hall, L., Atkinson, C. and Taylor, S. (2020) Human Resource Management. 11th Ed. London: Pearson.

Links

This unit links to the following related units:

Unit 7: Business Law

Unit 12: Executive Recruitment Solutions

Unit 13: Human Capital Management

Unit 20: Organisational Behaviour Management

Unit 30: Resource and Talent Planning

Unit 31: Employee Relations

Unit 32: Strategic Human Resource Management

12.4 Unit Number: 4 Leadership and Management

Level

4

TQT

150

Credit Value

15

Introduction

The ability to lead and manage effectively is highly sought after by industry, as employers seek to produce and develop managers who can motivate, enthuse and build respect throughout their workforce. The hard and soft skills required by leaders and managers are frequently highlighted by employers as skills gaps in recruitment. Developing these skills will help students to meet career aspirations in leadership and management. The aim of this unit is to help students to understand the difference between the function of a manager and the role of a leader. Students will consider the characteristics, behaviours and traits that support effective management and leadership. Students will learn about the theories that have shaped the understanding of leadership and management and how these have provided a guide to action for managers and leaders who want to secure success for their businesses. Students will look at leadership styles, how and why they are used and the extent to which they are effective. This unit also gives students an understanding of motivational strategies. They will develop motivational strategies covering intrinsic and extrinsic aspects of motivation. Finally, students will evaluate the importance of managing performance in achieving continuous improvement.

Learning Outcomes

By the end of this unit a student will be able to: LO1 Examine leadership and management theories and principles, and their impact on the effectiveness of an organisation LO2 Review the influence of different leadership and management styles on the culture of organisations LO3 Develop a motivational strategy to optimise organisational performance LO4 Apply leadership and management approaches to managing performance to ensure continuous improvement.

Recommended Resources

ADAIR, J. (2019). Develop Your Leadership Skills: Fast, Effective Ways to Become a Leader

People Want to Follow. Kogan Page.

KELLY, P. and COLE, G. (2020) Management: Theory and Practice. 9th Ed. Cengage.

MULLINS, L. J. (2019) Organisational Behaviour in the Workplace 12th Ed. Harlow: Pearson.

ORTI, P and MIDDLEMISS, M. (2019). Thinking Remote. Inspiration for Leaders of Distributed Teams. Virtual Not Distance.

Links

This unit links to the following related units:

Unit 20: Organisational Behaviour Management

Unit 24: Managing and Leading Change

Unit 46: Developing Individuals, Teams and Organisations

12.5 Unit Number: 5 Accounting Principles

Level
4

TQT
150

Credit Value
15

Introduction

The overall aim of this unit is to introduce fundamental accounting principles that underpin financial operations and support good and sustainable decision making in any organisation. Students will develop a theoretical and practical understanding of a range of financial and management accounting techniques.

On successful completion of this unit, students will be able to assist senior colleagues in producing and analysing budgets, drawing up simple financial statements and using financial ratios to interpret performance. Students will also explore wider aspects of accountancy, especially ethics, transparency and sustainability, and gain fundamental knowledge and skills that will enable them to progress to a higher level of study.

Learning Outcomes

By the end of this unit a student will be able to:

LO1 Examine the context and purpose of accounting

LO2 Prepare basic financial statements for unincorporated and small business organisations in accordance with accounting principles, conventions and standards

LO3 Interpret financial statements

LO4 Prepare budgets for planning, control and decision-making using spreadsheets.

Recommended Resources

ATRILL, P. and McLANEY, E. (2018) Accounting and Finance for Non-Specialists. 11th Ed. Harlow: Pearson.

DRURY, C. (2015) Management and Cost Accounting. 9th Ed. Cengage Learning. SEAL, W. et al (2018) Management Accounting. 6th Ed. Maidenhead: McGraw-Hill.

WEETMAN, P. (2019). Financial and Management Accounting: An Introduction. Harlow: Pearson.

Links

This unit links to the following related units:

Unit 10: Financial Accounting Unit 13: Financial Reporting

Unit 14: Advanced Management Accounting Unit 15: Financial Management

Unit 29: Managing and Running a Small Business

12.6 Unit Number: 6 Managing a Successful Business Project (Pearson Set)

Level
4

TQT
150

Credit Value
15

Introduction

This unit is a Pearson-set unit. The project brief will be set by the centre, based on a theme provided by Pearson (this will change annually). The theme and chosen project within the theme will enable students to explore and examine a relevant and current topical aspect of business in the context of the business environment.

The skills of project management are highly sought after by employers in all areas of business, as the ability to plan, procure and execute a business project efficiently requires a range of specific skills in leadership, time management, problem solving, budgeting and communication.

The aim of this unit is to offer students an opportunity to demonstrate the skills required for managing and implementing a small-scale business project. They will undertake independent research and investigation for carrying out and executing a business project that meets appropriate business aims and objectives.

Learning Outcomes

LO1 Explain the key stages of the project lifecycle that should be considered when project managing

LO2 Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods

LO3 Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings

LO4 Reflect on value gained from implementing the project and the project

management process.

Additional Evidence Requirements

In addition to the above assessment criteria students will also be required to complete a project logbook to record ideas, changes and developments as they progress and complete the project.

Recommended Resources

DINSMORE, P. and CABANIS-BREWING, J. (2018). The AMA Handbook of Project Management. 5th Ed. AMACON.

FLICK, U. (2020) Introducing Research Methodology: A Beginner's Guide to Doing a Research Project. 3rd Ed. London: SAGE.

GRAY, D. (2017) Doing Research in the Real World. 4th Ed. London: SAGE.

MAYLOR, H. (2021) Project Management. 5th Ed. Harlow: Pearson.

SAUNDERS, M., LEWIS, P. and THORNHILL, A. (2019) Research Methods for Business Students. 8th Ed. Harlow: Pearson

Journals

International Journal of Quantitative and Qualitative Research. Qualitative Research Journal.

Links

This unit links to the following related units:

Unit 8: Innovation and Commercialisation

Unit 11: Research Project

Unit 16: Operations and Project Management

12.7 Unit Number: 9 Entrepreneurial Ventures

Level

4

TQT

150

Credit Value

15

Introduction

The unit aims to illustrate the concept of entrepreneurship and how having an entrepreneurial mindset can make a contribution to all businesses, be that a new business start-up or existing public and corporate organisations. Students will explore the skills, traits and characteristics of entrepreneurs and entrepreneurship. Students will understand the importance of different size businesses on the economy and the contribution they can all make to society. Students will also learn about the need for intrapreneurs and the impact of disruptive entrepreneurship.

By the end of the unit, students will have gained research skills and the knowledge that they can develop an entrepreneurial mindset that will benefit them throughout their career. They will understand the contribution that businesses make to the economy and the importance of entrepreneurial activity for all businesses in all sectors.

Learning Outcomes

LO1 Examine what it takes to be an entrepreneur and the scope of entrepreneurial ventures

LO2 Explore the concept of the entrepreneurial mindset and its contribution to entrepreneurial ventures

LO3 Assess the impact of SMEs (small medium enterprises) on the economy

LO4 Explain the importance of intrapreneurship in both public and corporate organisations.

Recommended Resources

BLUNDEL, R., LOCKETT, N. and WANG, C. (2017) Exploring Entrepreneurship 2nd Ed. London: Sage.

BURNS, P. (2016) Entrepreneurship and Small Business. 4th Ed. Basingstoke: Palgrave Macmillan.

SCARBOROUGH, N. and CORNWALL, R. (2018). Essentials of Entrepreneurship and Small Business Management. 9th Ed. London: Pearson.

Journals

Journal of Accounting, Auditing and Finance Journal of Business Finance and Accounting

International Journal of Managerial and Financial Accounting

Links

This unit links to the following related units:

Unit 5: Management Accounting Unit 13: Financial Reporting

Unit 14: Advanced Management Accounting Unit 15: Financial Management

Unit: Managing and Running a Small Business

12.8 Unit Number: 10 Recording Financial Transactions

Level

4

TQT

150

Credit Value

15

Introduction

Balancing the books is at the heart of all business management. Financial accountants are concerned with the recording, summarising and interpreting of financial information and accounts. They must keep accurate and up-to-date records for different types of businesses.

The overall aim of this unit is to introduce students to the essential principles of recording and organising business and financial transactions to which every organisation will need to adhere. Students will identify sources of accounting information and how it is then gathered and organised, using the dual entry bookkeeping system, in order to produce a trial balance.

On successful completion of this unit, students will be able to contribute effectively to the accounting and bookkeeping function of an organisation and understand how this is then the basis for producing financial statements. Students will be equipped with the knowledge and skills required to progress to a higher level of study.

Learning Outcomes

By the end of this unit a student will be able to:

LO1 Record business transactions using double entry bookkeeping, books of prime entry, journals and ledger accounts

LO2 Prepare a trial balance for a given organisation from data provided

LO3 Perform bank reconciliations to ensure organisation and bank records are correct

LO4 Perform control account reconciliations for accounts receivable and accounts payable

Recommended Resources

ATRILL, P. and McLANEY, E. (2018) Accounting and Finance for Non-Specialists. 9th Ed. Harlow: Pearson.

BRYNE, A. (2016) Practical Accounts & Bookkeeping in easy steps. 2nd Ed. In Easy Steps.

DYSON, J. R. (2015) Accounting for Non-Accounting Students. 9th Ed. London: Prentice Hall.

McLANEY, E. and ATRILL, P. (2018) Accounting: An introduction. 9th Ed Harlow: Pearson.

Links

This unit links to the following related units:

Unit 5: Accounting Principles

Unit 21: Financial Reporting

Unit 22: Management Accounting

Unit 23: Financial Management

Unit 29: Managing and Running a Small Business

12.9 Unit Number: 19 Research Project (Pearson Set)

Level

5

TQT

300

Credit Value

30

Introduction

Research skills are as vital for the workplace as they are for academic development. Research skills enable students to identify a problem, collect informational resources that can help address the problem, evaluate the resources for quality and relevance, and come up with an effective solution to the problem. These are seen as essential skills by employers for most positions in industry, to support a range of duties, for example report writing, building a business case, business planning, launching a new product or service.

This is a Pearson-set unit. Students will choose their own project based on a theme provided by Pearson (this will change annually). The project must be related to their specialist pathway of study (unless they are studying the general business pathway). This will enable students to explore and examine a relevant and current topical aspect of business in the context of the business environment and their chosen specialist pathway.

The aim of this unit is to offer students the opportunity to engage in sustained research in a specific field of study. The unit enables students to demonstrate the capacity and ability to identify a research theme, to develop a research aim and objectives and to present the outcomes of such research in both written and verbal formats. The unit also encourages students to reflect on their engagement in the research process, during which recommendations for future, personal development are key learning points.

Learning Outcomes

LO1 Examine appropriate research methodologies and methods to identify those appropriate to the research process

LO2 Develop a research proposal, including a supporting literature review

LO3 Analyse data using appropriate techniques to communicate research findings

LO4 Reflect on the application of research methodologies and process.

Recommended Resources

FLICK, U. (2020) *Introducing Research Methodology: A Beginner's Guide to Doing a Research Project*. 3rd Ed. London: SAGE.

GRAY, D. (2017) *Doing Research in the Real World*. 4th Ed. London: SAGE.

SAUNDERS, M., LEWIS, P. and THORNHILL, A. (2019) *Research Methods for Business Students*. 6th Ed. Harlow: Pearson.

Journals

International Journal of Quantitative and Qualitative Research. *Qualitative Research Journal*.

Links

This unit links to the following related units: Unit 6: Managing a Successful Business Project Unit 16: Operations and Project Management

12.10 Unit Number: 20 Organisational Behaviour Management

Level

5

TQT

150

Credit Value

15

Introduction

Organisational behaviour is concerned with understanding, explaining and predicting the behaviour of individuals in the workplace and can assist in the development of practical solutions to organisational and managerial problems. Individuals, whether acting in isolation or collectively as part of a group, engage in actions and behaviours that can have a positive or negative impact on organisational performance and the achievement of strategic goals. It is therefore essential that those who are involved in managing and leading people in organisations acquire insight and expertise in organisational behaviour. The aim of this unit is to develop knowledge and understanding of how organisational behaviour concepts, theories and techniques can be applied in work and management settings to enhance individual, team and organisational performance. Students will be able to apply this knowledge in a variety of business situations. They will appreciate how effective application of organisational behaviour principles can be used to explain why people behave and act in particular ways and to predict how employees will respond to certain demands. The unit also develops student understanding of the influence of culture and of the operation of power and politics in organisations, and how these variables influence the actions and behaviour of people in an organisational context. On successful completion of this unit, students will have developed a range of transferable skills and knowledge. This includes core people management skills used to achieve positive organisational outcomes and to create value by recognising individual difference, team working and the creation of inclusive organisational cultures.

Learning Outcomes

- LO1 Reflect on own personality and perceptions to understand how individual difference informs and influences management approaches
- LO2 Apply content and process theories of motivation to create and maintain an effective workforce
- LO3 Participate in a group/team activity for a given business situation to demonstrate effective team skills
- LO4 Examine how power, politics and culture can be used to influence employee behavior and accomplish organizational goals.

Recommended Resources

- BROOKS, I. (2018) Organizational Behavior: Individuals, Groups and Organization. 5th Ed. Harlow: Pearson.
- BUCHANAN, D. and HUCZYNSKI, A. (2019) Organizational Behavior. 10th Ed. Harlow: Pearson.
- MULLINS, L. J. (2019) Organizational Behavior in the Workplace. 12th Ed. Harlow: Pearson.
- WILSON, F. M. (2018) Organizational Behavior and Work: A Critical Introduction. 5th Ed. Oxford: Oxford University Press.

Links

This unit links to the following related units:

- Unit 4: Leadership and Management
- Unit 24: Managing and Leading Change
- Unit 25: Global Business Environment
- Unit 46: Developing Individuals, Teams and Organisations

12.12 Unit Number: 43 Business Strategy

Unit code

H/618/5124

Unit level

5

Credit value

15

Introduction

This unit supports individuals who are working in or towards managerial roles in all market sectors to develop and enhance strategic thinking and planning that will improve organisational performances of businesses in their respective competitive markets. General manager skills and competences are focused on through a range of themes and topics that can be applied in most contexts. into an organisation's decision making and planning.

Learning Outcomes

By the end of this unit a student will be able to:

LO1 Analyse the impact and influence that the macro environment has on an organisation and its business strategies

LO2 Assess an organisation's internal environment and capabilities

LO3 Apply the outcomes of an analysis, using an appropriate strategic management tool, in a given market sector

LO4 Develop a strategic management plan in an organisation, informed by models, theories and concepts, to achieve competitive advantage in a given market sector.

Recommended Resources

Textbooks

JOHNSON, G. et al (2019) Exploring Strategy: Text and Cases.12th Ed Harlow: Pearson.

KIM, W. C. and MAUBORGNE, R. (2015) Blue Ocean Strategy. Expanded Ed.

Boston: Harvard Business Review Press.

ROTHAERMEL, F. (2018) Strategic Management. 4th Ed. Maidenhead: McGraw-Hill.

Websites

www.businessballs.com Business Balls Strategy and innovation (General reference)

www.businesscasetudies.co.uk Business Case Studies Case studies Strategy (Resources)

www.corporatefinanceinstitute.com Corporate Finance Institute Resources Knowledge Strategy (General reference)

www.strategy-business.com Strategy and Business Strategy (General reference)

Links

This unit links to the following related units:

Unit 1: Business and the Business Environment

Unit 25: Global Business Environment

Unit 27: Identifying Entrepreneurial Opportunities

Unit 44: Business Information Technology Systems

Unit 53: Planning for Growth

Unit 43: Business Strategy Learning Outcome 01

12.12 Unit Number: 52 Product and Service Development

Unit code

F/508/0600

Unit level

5

Credit value

15

Introduction

This unit explores the journey from ideas generation through to the launch of a new product or service. Students will examine the processes behind new product development (NPD) and consider potential risks involved. Through the combination of theory and practice, students will develop knowledge and understanding and be able to apply it in either an organisational or entrepreneurial context. They will be given the opportunity to design and pitch their new or renovated product or service of their choice and evaluate their performance. On completion of the unit, students will have developed confidence and competency in pitching and presenting an idea, teamworking and creative thinking skills.

Learning Outcomes

LO1 Examine the processes involved in new product or service development

LO2 Assess the lifecycle stage of the products or services in a company's portfolio

and evaluate whether innovation, adaptation or renovation are needed for the individual products or services

LO3 Pitch the design for a new or renovated product or service

LO4 Critically reflect on the skills of teamworking, creative development and presentation.

Recommended Resources

BLAND, D. and OSTEWALDER, A. (2019). Testing Business Ideas: A Field Guide

for Rapid

Experimentation. Hoboken: Wiley & Sons.

BLYTHE, J. and MARTIN, J. (2019) Essentials of Marketing. 7th Ed. Harlow: Pearson.

COOPER, R.G. (2017) Winning at New Products: Creating Value through Innovation.

6th Ed. New York: Basic Books.

PRADEEP, A. et al. (2019) AI for Marketing and Product Innovation: Powerful New Tools for

Predicting Trends, Connecting with Customers, and Closing Sales. Hoboken: Wiley & Sons.

Links

This unit links to the following related units:

Unit 2: Marketing Essentials

Unit 22: Product and Service Development

Unit 23: Integrated Marketing Communications

Unit 37: Consumer Behaviour and Insight

Specialist Units - Marketing Pathway

12.13 Unit Number: 33 Marketing Insights and Analytics

Level 5

TQT

150

Credit Value

15

Introduction

This unit is designed to enhance students' knowledge and understanding of the consumer's decision making process. To gain competitive advantage and maintain market share, organisations understand the importance of seeking answers to questions such as:

- How do we buy products and services?
- What motivates us to seek out a particular product or service?
- What research do we undertake prior to making a decision?
- Do we seek out other people's opinions through social media and other digital technologies?
- To what extent do other people's opinions influence our own?
- How do we feel after we have made the purchase?

The answers to these types of questions help marketers to understand the processes. Behind consumer purchase decisions, which allows organisations to adapt the marketing mix and enhance the customer experience.

Students will learn the underpinning theories and frameworks, and will be expected to relate them to real-world examples across a range of organisational contexts. The knowledge, understanding and skill sets that students gain on successfully completing this unit will enhance their career opportunities, whether they are starting their own business or working for an organisation in a marketing function.

Learning Outcomes:

By the end of this unit a student will be able to:

- LO1 Investigate characteristics and influences on consumer decision-making processes in different organisational contexts
- LO2 Apply techniques to enhance the customer experience and develop customer relationships for marketing purposes
- LO3 Evaluate measures and metrics that seek to improve customer experience for a range of products and services
- LO4 Devise measures and metrics to improve customer experience within a given organisational context.

Recommended Resources

NEUMEIER, M. (2016) The Brand Flip, why customers now run companies and how to profit from it. Harlow: Pearson.

SHIFFMAN, L. and WISENBLIT, J. (2019) Consumer Behavior. 12th Ed. London: Prentice Hall.

SOLOMON, M. (2020) Consumer Behavior, Buying, Having and Being. 13th Ed. Harlow: Pearson.

SORENSEN, H. (2017) Inside the Mind of the Shopper. Harlow: Pearson.

SWINSCOE, A. (2016) How to Wow: 68 Effortless Ways to Make Every Customer Experience Effortless. London: FT Press.

Links

This unit links to the following related units:

Unit 2: Marketing Processes and Planning

Unit 16: Managing the Customer Experience

Unit 45: Business Data Analytics and Insights

Unit 48: Customer Value Management

12.14 Unit Number: 34 Digital Marketing

Level

5

TQT

150

Credit Value

15

Introduction

The aim of this unit is to introduce students to digital marketing and its importance in the successful marketing of organizations. The unit will enable students to develop an understanding of how organizations use various digital tools and techniques to engage their customers and maintain a competitive advantage. Digital marketing is a major component of the successful marketing of organizations. The digital landscape is continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies. This unit is designed to give students the knowledge and tools to work as part of a digital marketing team or to go on to further study in this specific area.

Learning Outcomes

LO1 Investigate the influence of the digital environment for effective marketing of business organizations

LO2 Apply digital tools and techniques for an integrated marketing approach within a given business organization

LO3 Design a digital marketing campaign using multimedia to optimize content that targets key audiences

LO4 Evaluate methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions.

Recommended Resources

CHAFFEY, D. and ELLIS-CHADWICK, F. (2019) Digital Marketing: Strategy, Implementation and Practice. 7th Ed. Harlow: Pearson.

HEMANN, C. and BURBARY, K. (2018) Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World. 2nd Ed.

Que Publishing. KINGSNORTH, S. (2019) Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Ed. Kogan Page

Journals

Journal of Change Management

Journal of Organisational Change Management Leadership

Links

This unit links to the following related units:

Unit 4: Management and Operations

Unit 12: Organisational Behaviour

Unit 20: Employee Relations

Unit 21: Strategic Human Resource Management

Unit 35: Developing Individuals, Teams and Organisations

Unit 36: Human Resources – Value and Contribution to Organisational Success

12.15 Unit Number: 35 Integrated Marketing Communications

Level
5

TQT
150

Credit Value
15

Introduction

This unit is designed to develop students' knowledge and understanding of marketing communications and the techniques used. They will learn underpinning theories and frameworks of marketing and be able to relate them to real-world examples, for example promotions they are likely to encounter in their daily lives. An organisation may create and develop a revolutionary new product or service but they need to use the most appropriate methods of promoting it to their target audience – this is the role of marketing communications. We encounter hundreds of promotions every day of our lives and the challenge for marketers is to be able to cut through the multitude of communications from potential competitors to deliver and reinforce the association with the brand.

Learning Outcomes

- LO1 Evaluate marketing channels for achieving communication objectives as part of a communications strategy
- LO2 Develop an integrated marketing communications plan to achieve specified communication objectives in a business context
- LO3 Produce appropriate content for a marketing channel that meets specified communication objectives
- LO4 Apply methods for monitoring an integrated marketing communications

plan
(IMC) to maximise reach and achieve positive return on investment (ROI).

Recommended Resources

- CLOW, K. and BAACK, D. (2020) Integrated Advertising, Promotions and Marketing Communications. (Global edition) 7th Ed. Harlow: Pearson.
- GROUCUTT, J. and HOPKINS, C. (2015) Marketing. London: Palgrave Macmillan.
- HACKLEY, C. HACKLEY, R.A. (2017) Advertising and Promotion. 4th Ed. London: Sage.
- HOOLEY, G. et al. (2020) Marketing Strategy and Competitive Positioning. 7th Ed. Harlow: Pearson.
- JONES, C. (2019). The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business through Effective Content. 2nd Ed. London: New Riders

Links

- This unit links to the following related units:
- Unit 1: Business and the Business Environment
- Unit 12: Organisational Behaviour
- Unit 40: International Marketing
- Unit 43 Tapping into New and International Markets

ELIGIBILITY CRITERIA AND ENTRY REQUIREMENT

Requirement Detail	
Age Requirement	Minimum 18 years
Academic Requirement	Local Qualifications: Pass Intermediate International Qualifications: 8 O levels, 3 A Levels (A-E) Years of Education completed: 12



APPLICATION PROCESS

TMUC APPLICATION PROCESS:

Step 1
Document submission
Admission form pack to be provided to admission office
Four Passport size photographs
CNIC/Passport copy of applicant and Parent
Step 2
Initial document review by admission office
Step 3
Admission confirmation
Step 4
Payment of dues
Step 5
Enrolment

PEARSON APPLICATION PROCESS:

Stage 1
Initial Application handling includes submission of academic documents for registration
Stage 2
Payment to Pearson

STUDENT LIFE CYCLE

Exit Awards

After successful completion of the programme, the student receives diploma by post through TMUC registry.

Pre-Enrolment

Student meets Admission Counsellor and is guided as per his/ her area of interest for the most suitable diploma (plus Top-up) pathway.

Enrolment

Student submits all relevant documents along with paid Fee bills for TMUC to enrol. Student signs admission undertakings.

Transfer to Department

Student is transferred to Department with Student Transfer Slip (STS); department will not allow students to attend in the absence of STS.

Registration with Pearson

Student pays Pearson pound payment and is registered onto the edexcel portal. Payment should be made with in 15 days of registering at TMUC

Learner Induction

Student receives Welcome Email with all digital Collateral. Student attends Learner Induction week to understand programme.

Academic Journey

This is a two-year programme with four modules each semester. Student attends classess as per schedule.

Assignment Submission & Exam Board

Student submits assignments for each unit studied in the semester. The Assessment Board completes the internal verification process to provisionally approve student results.

International Standards verification & Results

Once cleared from the board, the assignments are sent to Pearson External Verifiers for verification. After a release from the ISV, the results are published and the student is promoted to the next semester.

ALUMNI PROFILE AND POTENTIAL JOB PLACEMENTS

My name is Maha Shami and I am a student of the business and skills department at TMUC university. It's been two years since I'm studying here. My experience at TMUC has been spectacular. I enjoyed studying with the teachers, students and administrative faculty at TMUC. The university's management has always been very helpful towards me. As being a well-known, well centered and acknowledged university it has proved itself in the field of education, by offering a variety of degrees, internships for students, and upskill teachers making it one of the best universities in Islamabad. Due to my cooperative heads, teacher's efforts and my hard work I was able to score distinctions in all my degree program courses. There is never a dull moment at TMUC, as there are always functions going on in the campus for providing us the ultimate experience and making our university journey a great one. Aside from the various internship programs and educational facilities offered here the extra curriculum activities are one of the best I could have envisioned in my student life. Therefore, I conclude by saying that indeed my journey at TMUC has been precious and I made memories that I will always cherish ahead in future.



Maha Shami
HND Business

POSSIBLE JOB PLACEMENTS AT:

Business Development | Business Change
Project Management | Business Analyst
Operations Analyst | Marketing

FACULTY OF BUSINESS

S#	NAME	QUALIFICATION
01	Sarina Sherazi	PhD Management Sciences
02	Hussam Iftikhar	MBA in Marketing
03	Kausar Rasheed	MBA in Marketing
04	Samiya Hameed	MPhil HR and Management
05	Nafiah Fatima Said	Msc Public Administration and Leadership
06	Maryam Shakir Jan	MS in Accounting, Finance and Strategic Investment
07	Durre Shahwar	MSC Organizational Psychology
08	Mariam Aamir	MBA
09	Lubna Saleem	Master of Philosophy in Management Sciences
10	Rimsha Shakir Jan	MPhil
11	Farwa Zafar	MBA
12	Awais Ayaz	MBA
13	Kashaf Altaf	MBA
14	Javeria Nadeem	MBA
15	Muqadas Saleem	MBA in Marketing
16	Sadaf Shahid Minhas	Postgraduate in Management
17	Aneeza Iram	Postgraduate in Hospitality Management
18	Muhammad Aqeel	MS Project Management
19	Muhammad Umair	MBA
20	Abeer Mumtaz Rajper	MS in Social Policy and Development
21	Sajid Manzoor	PhD in Economics
22	Bilal Zubair	PhD in International Relations

FACULTY OF BUSINESS

S#	NAME	QUALIFICATION
23	Ahmed Hassan Awan	MPhil in International Relations
24	Muhammad Arshad	MS in Management Sciences
25	Dr. Maseeh Ullah	Ph.D.
26	Muhammad Ehtisham	MSc in international Accounting
27	Ms Saadia Zeeshan	MBA-QAU (Business Management & Marketing)
28	Zainab Jawwad	MS Leadership and Management
29	Amna Batool	MBA (Acctg-Fin)
30	Waleed Javeed	MS Business Administration (Acctg-Fin)
31	Waseem Mustafa	MS in Mathematics
32	Sara Shuja	MBA (HR)
33	Aliza Abid	MBA (Marketing)
34	Fiza Farooq	MS Project Management
35	Muddasir Mehboob	PhD Finance
36	Mufleha Zulfiqar	MS in Management Sciences (HR& Mktg)
37	Anum Abdul Malik	MBA (Marketing Management)
38	Alina Amir	MBA-Marketing
39	M. Noman Ishtiaq	MBA Finance
40	Anam Ashraf	MPhil in Economics
41	Anum Imran	MBA
42	Usman Gaba	MBA (banking & finance)
43	Ayesha Lodhi	MBA
44	Samra Noman	Mphil Business Administration

FACULTY OF BUSINESS

S#	NAME	QUALIFICATION
45	Rushda Khan	MSc International Management
46	Myrah Qadeer Khan	MPhil in Management Sciences
47	Naveen Ahsan	MBA (Marketing)
48	Adeela Afzal	MBA Finance
49	Syed Muhammad Ali	Mphil in Development Studies
50	Omer Yusuf	MSc Accounting & Finance
51	Saanya Tanveer	MSc Finance
52	Anum Abdullah	Mphil (Education Leadership & Management)
53	Kanza Tahir	MBA in Marketing
54	Arooba Masood	ACCA Advanced Diploma in Accounting & Business
55	Saher Kibria	MBA , Marketing Majors
56	Hira Umer	MBA , Marketing Majors
57	Faizan Nasir	MSc in Engineering Business Management
58	Kinza Shah	Masters in Philosophy
59	Aliza Moiz	MBA Marketing
60	Khawaja Farooq	IMBA
61	Syed Irfan	MBA (Finance & MIS)
62	Sanyah Saad	Msc Finance
63	Nasir Vohra	Masters in Economics
64	Saira Ali Khan	MS Design Market & Merchandising
65	Bushra Fareedullah	MS Design Marketing & Merchandising
66	Faisal Sheikh	MBA (Marketing)

FACULTY OF BUSINESS

S#	NAME	QUALIFICATION
67	Hira Asad	MSc International Management
68	Sadia Ali	MS (Mphil) HRM & Organizational Psychology
69	Mr. Malik Kabani	MBA Marketing
70	Mr Furqan Baig	MBA - Marketing
71	Ms Yafra Naz	MBA
72	Mr Jahanzaib Niazi	MS Strategic Marketing
73	Mr Owais Hussain	MBA
74	Asad Ali Chaudhry	MBA - Marketing
75	Saadia Syed Ali	MSc Organizational Psychology and Human Resource Management
76	Muhammad Aqib Ali	PhD in Islamic Banking and Finance
77	Shahbaz Hussain	Master of Sciences in Mathematics
78	Quratulain Ali	Master of Science in Management Sciences
79	Anam Arshad	Master of Science in Management Sciences
80	Usman Ramzan	Masters of Business Administration
81	Saima Khurshid	M. Phil Economics
82	Sana Muhammad Tariq	Master of Science in Management Sciences
83	Sara Shabbir	Master of Science in Management Sciences
84	Ana Javid	MBA (3.5)
85	Syed Arsalan Haider Bukhari	Master of Science in Management Sciences
86	Yasir Rasool	Master of Science in Management
87	Seema Afzal	PhD

FACULTY OF BUSINESS

S#	NAME	QUALIFICATION
88	Zeeshan Channa	BBA Marketing MBA Marketing
89	Khawaja Farooq	IMBA BSc Accounting And finance
90	Syed Irfan	MBA (Finance & MIS) MS Economics
91	Fawwad Salim Virani	M.A - IR MBA - Marketing M.phil - Marketing
92	Mehboob Ahmad	Phd - Marketing MBA - Marketing MS - Marketing
93	Bushra Fareedullah	MS Design Marketing & Merchandising
94	Faisal Sheikh	MBA (Marketing) BBA (Marketing)
95	Hira Asad	Phd - Business Administration Msc.- Business Administration
96	Qurratulain	MSc- Business Administration
97	Mr Nasir Vohra	MS (Economics) - MCOM and BCOM
98	Mr Asad Ali Chaudhry	MBA and BBA (Marketing)
99	Ms Yafra Naz	MS (Project Management) MBA (HRM) BBA
100	Ms Nazia Latif	MBA (Marketing) and BBA
101	Ms Sundus Waqar	MS Finance and Investment BBA Finance
102	Mr Jahanzaib Niazi	MS (Strategic Marketing) - MBA (Marketing)
103	Mr Owais Hussain	MBA and BBA (Marketing)
104	Ms Faryal Sheikh	MBA (HR) BBA (HR)

OUR CAMPUSES

ISLAMABAD CAMPUS

No. 68, South Street, Sector
H-11/4, Islamabad

051 4866181-87

GUJRANWALA CAMPUS

Main Sialkot Bypass Road
Gujranwala

055 3200068-68

RAWALPINDI CAMPUS

Bahria Springs, Phase 7
Bahria Town, Rawalpindi

051 5400311-3

FAISALABAD CAMPUS

Opposite Boulevard Mall
West Canal Road, Faisalabad

041 8722228

LAHORE CAMPUS

No. 310/1, Sector F, Phase 6,
DHA, Lahore

042 37338377-80

KARACHI CAMPUS

No. 10, Sector-47 Korangi Creek
Road, Korangi Creek, Karachi

021-35090042

ABBOTTABAD CAMPUS

TMUC, Main Manhshera
Road, Near Radio Pakistan

0992-408421

PESHAWAR CAMPUS

Nasir Bagh Road, Near FC
Plaza DHA Peshawar

0303 3332448



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universalcollege



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