PROGRAMME SPECIFICATION

NAME OF PROGRAMME: Professional Management Certificate - Automotive	UCAS CODE: N/A	ADMISSION REQUIREMENTS: Has held a management position in the automotive industry and passed a selection interview

1. **Awarding institution/body:** University of Buckingham

2. **Teaching institution (if not University of Buckingham):** N/A

3. **Is the Programme accredited by a professional body (if applicable):** No

4. **QAA Subject Benchmark statement relevant to this programme:** General Business and Management

5. **Does the Programme comply with the Framework for Higher Education Qualifications (FHEQ)?:** Yes

6. **Final Award: Professional Management Certificate –** Automotive (Level 5; 60 Units)

7. **Date of Programme preparation/revision:** 2008

AIMS OF THE PROGRAMME:

To provide a pragmatic course for busy managers to enable them to
- Develop a critical understanding of the automotive industry in which they operate, the major trends and changes, and how these will impact on their operation
- Utilise a range of tools to enable them to critically analyse the environment in which they operate
- Understand a wide range of business functions and how they interrelate to enable the business to function
- Identify opportunities for their organisation and understand how to manage the project through to implementation
- Reflect on their current position and develop an action plan to improve their skills

INTENDED LEARNING OUTCOMES:

Knowledge & Understanding:

1. of models to identify and evaluate changes in the automotive industry that will affect their organisation;
2. of key business functions, including human resources, finance, marketing, strategy and operations management;
3. of their organisation's strategy and how to align their department's strategy within it;
4. of leadership styles, of their own approach and how to develop an action plan to continue their managerial and leadership development.
5. of research methods and how to present information and business opportunities
6. of how to manage projects and realise ideas and proposals

Learning and teaching strategies to be used:

The learning and teaching strategies employed in the programme aim to develop the inter-relationship among, and the integration of, the different areas of knowledge and understanding. Core knowledge and understanding (in all areas) is acquired through formal lectures, class based activities including case studies and workshops, along with the guided independent study to complete the assignment.

Assessment criteria (should link explicitly to intended learning outcomes):

The core disciplines taught through the formal lectures and class based exercises are assessed through individual projects and a reflective log.
After the completion of each course students will complete an individual project relating the learning to their work place. Their findings will be presented to their peers and discussed at the next course along with a 2000 word written assignment. (The final course requires a 2,500 word assignment but no presentation).
This approach enables students to demonstrate their knowledge and understanding of the course and their ability to apply the material to their workplace. It requires them to construct clear and concise reasoned arguments based on their analysis and communicate the findings.

Cognitive skills
The ability to:
1. apply sound understanding of the key business functions to their area of operation;
2. evaluate their organisation's strategy and provide reasoned recommendations;
3. reflect on their own position and develop an action plan to continue their development.
4. analyse, synthesis and critically evaluate diverse arguments and theories;
5. from analysis identify key issues and actions which combine qualitative and quantitative evaluation to generate viable options;
6. identify relevant data sources, critical evaluate and interpret data;
7. integrate information from across the organisation when formulating ideas and strategy, drawing up business plans and making business decisions

Learning and teaching strategies to be used

Cognitive skills are developed via lectures, group work during the course and the individual guided independent study.
The presentation based on the individual assignment is used to facilitate group discussion and to help students to develop skills required to manage questions and give reasoned answers.
The reflective log will be used to encourage students to consider how to improve and take personal responsibility. They will also be prompted to utilise skills developed on the course in the workplace and record their findings.

Assessment criteria (should link explicitly to intended cognitive skills):

Cognitive skills are assessed through the individual assignment submitted at the end of each course.
The skills will also be developed when the presentations are developed
Cognitive skill 3 will be employed and developed when students complete the reflective log

TRANSFERABLE SKILLS AND OTHER ATTRIBUTES:

Key skills and attributes:
1. Communication skills- effective all round communication skills, which include the ability to give presentations to a variety of audiences and write assignments;
2. Leadership and team work skills
3. Collaborative and group learning skills through the sharing of ideas and knowledge;
4. Decision making and problem solving skills
5. Life long learning skills
6. A sense of personal responsibility through effective planning, preparation and self –motivation to enable the individual to influence and make a worthwhile contribution to organizational life
7. Commercial Awareness

Learning & teaching strategies to be used:

The skills will be taught through lectures followed by group activities. The activity may be a case study, role play exercise, presentation, individual or group written work or other management timed task.
Students will be encouraged to practice their skills in the workplace and reflect on this in their personal log.

Assessment criteria (should link explicitly to intended key skills):

The group presentation will be valuable in both the assessment of team work skills but also in helping the student to develop their idea further.
The guided independent research, production of the individual assignment and presentation is important in developing these skills, together with the completion of the personal learning and development log.

Practical skills

1. Project management skills
2. Research skills
3. Data management skills
4. Planning and time management skills
5. IT skills

Learning & teaching strategies to be used:

The learning and teaching strategies to be used will be as above.

The assignments will build together to produce an overall strategic document which will detail the implementation of a management idea developed during the course which will test the students ability to develop a practical project which can be implemented.

Assessment Criteria:

Assessment of skills is via individual presentations to peers and a lecturer plus the written assignment.

PROGRAMME STRUCTURE:

All courses are 10 unit points at level 5.

The course dates will be agreed with the client but the ideal time between each course will be six weeks.

The first three weeks the students can start to research their assignment and develop an idea. The students will then receive the feedback from their earlier assignment which they can then use to improve the work to date leaving time to prepare the written assignment and presentation.

The courses build on each other and therefore should be completed in the following sequence:

Course Titles	Level 5 Unit Points
Management and leadership *	10
Analysing the automotive industry, your organisation and area of operation.	10
Developing research and communication skills *	10
Finance and Business Planning *	10
Marketing, customer service and quality management *	10
Strategy and implementation *	10
TOTAL	60

The courses marked with an * are generic and suitable for delivery on other programmes. It should be clearly understood that for this specific programme the teaching material along with the assessments will be contextualised for the client. The clients will be organisations in the automotive industry and hence the material must have an appropriate automotive bias to be acceptable to the client. Students will be working and selected for the programme by the client organisation.

It is also expected that senior managers from the organisation will meet the students and discuss issues that arise from the courses. Conversations with the first client suggest the Managing Director will meet and discuss industry issues arising from the programme with the students along with his senior management team.

On the "Analysing the automotive industry, your organisation and area of operation" course the criteria are again not prescriptive in order to keep the course relevant for the client. For example an organisation that provides logistics will have different interests to motor dealers. Likewise the industry is evolving and to keep the material current it needs to reflect current issues.

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