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**PROCEDURES AND PRINCIPLES ON  
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SECTION ONE**

**Aim, Scope and Definitions**

**Aim and Scope**

**ARTICLE 1** – (1) The aim of this document is to set out the procedures and principles regarding the processes of Higher Nationals in Business certificate programs offered to undergraduate students at TED University.

**Definitions and Abbreviations**

**ARTICLE 2** – (1) Definitions of certain terms used in this document are as follows:

- a) FAB: FEAS Faculty Administrative Board,
- b) GPA: Student's Program Grade Point Average,
- c) HN Programs: Higher Nationals Certificate (HNC) and Higher Nationals Diploma (HND) certificate programs offered by TED University in accordance with the IP license agreement with Pearson,
- d) HN Program Advisor: An advisor is assigned to each student in the HN Program. The duty of the advisor is to help the student organize the HN education-training program, to organize the course adjustment at the end of each semester and to provide guidance within the framework of the program.
- e) FEAS: TED University Faculty of Economics and Administrative Sciences,
- f) Department of Business Administration: TED University Department of Business Administration,
- g) Undergraduate program: The undergraduate program in which students are enrolled at TED University,
- h) RO: TED University Registrar's Office,
- i) Rector: The Rector of TED University,
- j) Senate: TED University Senate,
- k) University: TED University,
- l) UAB: TED University Administrative Board,

**SECTION TWO**


**Principles Regarding Education and Training**

**Program Principles, Quotas and Advising**

**ARTICLE 3** - (1) The quotas of HN programs are determined by the Faculty Administrative Board of the FEAS on an academic year basis and announced on the relevant web page.

(2) The implementation of HN programs, curriculum changes, and the adjustment of transfer students to HN programs are decided by the FAB.

(3) The HN program is a certificate program independent from the undergraduate program in which the student is enrolled.

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(4) Students cannot enroll in more than one HN program at the same time.

(5) A FAB decision is to be taken for those students admitted to the HN program, and the program registration is made by the RO accordingly.

(6) The student's HN curriculum is prepared in coordination with the undergraduate program advisor and the HN program advisor. During registration, all course registration approval/rejection procedures are carried out on the system by the undergraduate advisor.

(7) At the end of each semester, the course information that the student has taken in the undergraduate program curriculum and will be adapted to the HN program is submitted to the RO by the HN advisor.

(8) This program is prepared based on the course and unit pairings and learning outcomes shown in the tables in the Appendix-1.

### **Application Requirements**

**ARTICLE 4 -** (1) The application requirements for HN programs are as follows.

a) The student must have a GPA of 2.00 as of the application date and the average of ENG 101 and ENG 102 courses taken within the curriculum must be at least 2.50,

b) Applications must be made at the beginning of the third semester at the earliest from the first semester of the student's enrollment in the undergraduate program, at the beginning of the seventh semester at the latest for Business Administration students, and at the beginning of the fifth semester at the latest for others.

### **Application, Assessment, Admission and Course Adjustment**

**ARTICLE 5 –** (1) Applications for HN programs are made at the beginning of the Fall or Spring academic semesters. Application dates are announced on the relevant web page.

(2) Applications are finalized as "accepted" or "rejected" with the recommendation of the Business Administration Department and the decision of the FAB.

(3) With the recommendation of the Business Administration Department and the decision of the FAB, the courses taken in the HND program can be counted towards the HNC program, provided that the student has left the HND program. In the course substitution process, adjustment is made, no refund is available.


(4) Students must register for the HN program in the first semester they are accepted. Otherwise, they forfeit their right to enroll in the HN program.

(5) Students register for the courses of the undergraduate program and the HN program and receive registration approval from the undergraduate program advisor for both programs.

### **Program Completion Requirements**

**ARTICLE 6 –** (1) Students who have the right to graduate from the undergraduate program and complete the HN Program with at least 2.00 GPA are awarded an HN certificate with the decision of the FAB.

(2) Students who have graduated/dismissed from the undergraduate program and have not yet completed the HN Program may attend, provided that they do not exceed the total HN program duration of 5 years, but cannot benefit from student rights.

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(3) Students who have graduated/dismissed from their undergraduate program but attend the HN Program are subject to the "TED University Principles of Academic Integrity".

### **Temporary or Permanent Withdrawal from the HN Program**

**ARTICLE 7** – (1) HN program students can leave the HN Program at any time by submitting an application. Students who leave the program are not refunded.

### **Tuition Fee and Scholarships**

**ARTICLE 8** – (1) Participation in the HN Program Certificate is subject to a fee which is determined by the UAB and approved by the **Board of Trustees** every year.

(2) HN Program students do not pay additional fees for credits taken above the upper credit limit determined by the Senate.

(3) Students who graduate/dismissed from their undergraduate program and attend the HN Program pay a fee per credit for the remaining courses.

### **Transcript of grades**

**ARTICLE 9** – (1) Students who complete the HN program are given a separate transcript.

### **Grade Conversion Table**

<b>TED University Grade</b>	<b>Weight</b>	<b>Pearson Grade</b>	<b>Weight</b>
AA	4.00	DISTINCTION	8
BA	3.50	MERIT	6
BB	3.00	MERIT	6
CB	2.50	MERIT	6
CC	2.00	PASS	4
CD	1.50	PASS	4
DD	1.00	PASS	4
F	0	FAIL	0

## **SECTION THREE**

### **Miscellaneous and Final Provisions**


#### **Enforcement**

**ARTICLE 10** – (1) This directive enters into force as of 13.04.2023 upon approval by the University Senate.

#### **Execution**


**ARTICLE 11** – (1) This directive is to be executed by the Rector of TED University.

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**APPENDIX-1**


**Table 1: HNC Program Course and Unit Matching**

6 Required

2 Elective

Completion of the program by taking a total of 8 courses.

<b>TEDU Course Code</b>	<b>TEDU Course Title</b>	<b>HN Unit</b>	<b>Pearson - TEDU HN Unit Name</b>	<b>Course Type</b>
BA 201	Fundamentals of Business	1	Business and the Business Environment	Required
BA 301	Principles of Marketing	2	Marketing Processes and Planning	Required
BA 451	Human Resource Management	3	Human Resource Management	Required
BA 452	Managing and Leading	4	Leadership and Management	Required
BA 303 BA 203	Managerial Accounting Financial Accounting	5	Accounting Principles	Required
BA 401 BA 473	Research Methods Project Management	6	Managing a Successful Business Project (Pearson Set)	Required
BA 415	Technological Development and Entrepreneurship	8	Innovation and Commercialisation	Elective
BA 220	Fundamentals of Entrepreneurship	9	Entrepreneurial Ventures	Elective
BA 203	Financial Accounting	10	Recording Financial Transactions	Elective
BA 305	Production and Operations Management	15	Operations Management	Elective

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**Table 2: HND Program Course and Unit Matching**

7 Required

8 Elective

Completion of the program by taking a total of 15 courses.

<b>TEDU Course Code</b>	<b>TEDU Course Title</b>	<b>HN Unit</b>	<b>Pearson - TEDU HN Unit Name</b>	<b>Course Type</b>
BA 201	Fundamentals of Business	1	Business and the Business Environment	Required
BA 301	Principles of Marketing	2	Marketing Processes and Planning	Required
BA 451	Human Resource Management	3	Human Resource Management	Required
BA 452	Managing and Leading	4	Leadership and Management	Required
BA 303 BA 203	Managerial Accounting Financial Accounting	5	Accounting Principles	Required
BA 401 BA 473	Research Methods Project Management	6	Managing a Successful Business Project (Pearson Set)	Required
BA 401 BA 410	Research Methods Independent Research	19	Research Project (Pearson Set)	Required
BA 415	Technological Development and Entrepreneurship	8	Innovation and Commercialisation	Elective
BA 220	Fundamentals of Entrepreneurship	9	Entrepreneurial Ventures	Elective
BA 203	Financial Accounting	10	Recording Financial Transactions	Elective
BA 305	Production and Operations Management	15	Operations Management	Elective
BA 204	Organizational Behavior	20	Organisational Behaviour	Elective
BA 421	Strategic Management	24	Understanding and Leading Change	Elective
BA 342	International Business	25	Global Business Environment	Elective
BA 461	Consumer Behavior	33	Marketing Insights and Analytics	Elective
MATH 232	Introduction to Statistics	42	Statistics for Management	Elective
BA 407	Management Information Systems	44	Business Information Technology Systems	Elective
BA 442	International Marketing	50	International Marketing	Elective
BA 464	Brand Management	51	Brand Management	Elective
BA 462	New Product Development	52	Product and Service Development	Elective
BA 465	Social Media Marketing	55	Planning Social Media Campaigns	Elective
BA 406	Market Data Analysis	57	Business Intelligence	Elective

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**Table 3: HN Units Learning Outcomes**

HN Unit No.	HN Unit Title	Learning Outcomes (cannot be changed in any way and courses must include these outcomes)
1	Business and the Business Environment	Explain the different types, size and scope of organisations
1	Business and the Business Environment	Demonstrate the interrelationship of the various functions within an organisation and how they link to organisational structure
1	Business and the Business Environment	Use contemporary examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations
1	Business and the Business Environment	Determine the internal strengths and weaknesses of specific businesses and their interrelationship with external macro factors.
2	Marketing Processes and Planning	Explain the role of marketing and how it interrelates with other business units of an organisation
2	Marketing Processes and Planning	Compare ways in which organisations use elements of the marketing mix to achieve overall business objectives
2	Marketing Processes and Planning	Produce a marketing plan for an organisation that meets marketing objectives
2	Marketing Processes and Planning	Develop a media plan to support a marketing campaign for an organisation.
3	Human Resource Management	Learn the contemporary concepts of HRM: talent management, staffing, performance management, training, career development and maintenance.
3	Human Resource Management	Learn the contribution of strategic HRM to the sustainable success of the organization's business performance
3	Human Resource Management	Learn the structural design and company applications, the concept of employee satisfaction, belongingness, and loyalty under the framework of HRM .
3	Human Resource Management	Contact with HRM professionals to understand the linkage between theories and practices.
4	Leadership and Management	Examine leadership and management theories and principles, and their impact on the effectiveness of an organisation
4	Leadership and Management	Review the influence of different leadership and management styles on the culture of organisations
4	Leadership and Management	Develop a motivational strategy to optimise organisational performance
4	Leadership and Management	Apply leadership and management approaches to managing performance to ensure continuous improvement.
5	Accounting Principles	Examine the context and purpose of accounting
5	Accounting Principles	Prepare basic financial statements for unincorporated and small business organisations in accordance with accounting principles, conventions and standards
5	Accounting Principles	Interpret financial statements
5	Accounting Principles	Prepare budgets for planning, control and decision making using spreadsheets.
6	Managing a Successful Business Project (Pearson Set)	Explain the key stages of the project lifecycle that should be considered when project managing
6	Managing a Successful Business Project (Pearson Set)	Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods



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<b>HN Unit No.</b>	<b>HN Unit Title</b>	<b>Learning Outcomes</b> (cannot be changed in any way and courses must include these outcomes)
6	Managing a Successful Business Project (Pearson Set)	Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings
6	Managing a Successful Business Project (Pearson Set)	Reflect on value gained from implementing the project and the project management process.
8	Innovation and Commercialisation	1. Investigate how innovation is sourced and supported within different types of organisations
8	Innovation and Commercialisation	2. Explore the processing of different types of innovation within organisations
8	Innovation and Commercialisation	3. Apply the process required to commercialise innovation within an organisation
8	Innovation and Commercialisation	4. Evaluate the range of methods for protecting innovation within organisations.
9	Entrepreneurial Ventures	Examine what it takes to be an entrepreneur and the scope of entrepreneurial ventures
9	Entrepreneurial Ventures	Explore the concept of the entrepreneurial mindset and its contribution to entrepreneurial ventures
9	Entrepreneurial Ventures	Assess the impact of SMEs (small medium enterprises) on the economy
9	Entrepreneurial Ventures	Explain the importance of intrapreneurship in both public and corporate organisations
10	Recording Financial Transactions	Record business transactions using double entry bookkeeping, books of prime entry, journals and ledger accounts
10	Recording Financial Transactions	Prepare a trial balance for a given organisation from data provided
10	Recording Financial Transactions	Perform bank reconciliations to ensure organisation and bank records are correct
10	Recording Financial Transactions	Perform control account reconciliations for accounts receivable and accounts payable.
15	Operations Management	Examine the interrelationships of operations management with the other functions within an organisation
15	Operations Management	Explain the importance of operations management in achieving effective organisational performance
15	Operations Management	Investigate the importance of quality management and continuous improvement for optimising organisational performance
15	Operations Management	Assess the role of supply chain management in supporting an organisation to satisfy customer requirements.
19	Research Project (Pearson Set)	Examine appropriate research methodologies and methods to identify those appropriate to the research process
19	Research Project (Pearson Set)	Develop a research proposal, including a supporting literature review
19	Research Project (Pearson Set)	Analyze data using appropriate techniques to communicate research findings
19	Research Project (Pearson Set)	Reflect on the application of research methodologies and process.
20	Organisational Behaviour	Reflect on own personality and perceptions to understand how individual difference informs and influences management approaches
20	Organisational Behaviour	Apply content and process theories of motivation to create and maintain an effective workforce





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<b>HN Unit No.</b>	<b>HN Unit Title</b>	<b>Learning Outcomes</b> (cannot be changed in any way and courses must include these outcomes)
20	Organisational Behaviour	Participate in a group team activity for a given business situation to demonstrate effective team skills
20	Organisational Behaviour	Examine how power, politics and culture can be used to influence employee behavior and accomplish organisational goals.
24	Understanding and Leading Change	Produce a comparative analysis of the different types and drivers of change in business
24	Understanding and Leading Change	Evaluate the impact of change on organisational behavior
24	Understanding and Leading Change	Investigate how forces driving and resisting change influence leadership decision making
24	Understanding and Leading Change	Recommend a range of leadership approaches to change initiatives.
25	Global Business Environment	Analyze the key factors which drive globalisation
25	Global Business Environment	Determine the strategic complexities associated with operating in a global environment
25	Global Business Environment	Evaluate how operating in a global market influences an organisation's structure, culture and functions
25	Global Business Environment	Develop a global strategy to support decision making for a given organisation
33	Marketing Insights and Analytics	Investigate characteristics and influences on consumer decision-making processes in different organisational contexts
33	Marketing Insights and Analytics	Apply techniques to enhance the customer experience and develop customer relationships for marketing purposes
33	Marketing Insights and Analytics	Evaluate measures and metrics that seek to improve customer experience for a range of products and services
33	Marketing Insights and Analytics	Devise measures and metrics to improve customer experience within a given organisational context.
42	Statistics for Management	Evaluate business and economic data/information obtained from published sources
42	Statistics for Management	Analyze and evaluate raw business data using a number of statistical methods
42	Statistics for Management	Apply statistical methods in business planning
42	Statistics for Management	Communicate findings using appropriate charts and tables.
44	Business Information Technology Systems	Analyze the role of different IT systems in support of organisational objectives
44	Business Information Technology Systems	Compare flexible and reliable IT systems that respond to organisational requirements in an organisational context
44	Business Information Technology Systems	Evaluate IT systems that support value-added change in organisations
44	Business Information Technology Systems	Recommend practical IT systems solutions to given organisational scenarios.
50	International Marketing	Analyze how effective marketing contributes to business strategies in an international context
50	International Marketing	Evaluate entry to a selection of international markets and define the key success factors
50	International Marketing	Debate how the elements of the marketing plan can be adapted or standardised across international markets
50	International Marketing	Present different international marketing approaches for multinational, global, transnational or meta-national contexts.
51	Brand Management	Analyze how a brand is built and managed over time



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HN Unit No.	HN Unit Title	Learning Outcomes (cannot be changed in any way and courses must include these outcomes)
51	Brand Management	Create a brand portfolio strategy to organise portfolios and manage brand hierarchies
51	Brand Management	Evaluate how brands are leveraged/extended over time domestically and internationally
51	Brand Management	Apply techniques for measuring and managing brand value over a period of time.
52	Product and Service Development	Examine the processes involved in new product or service development
52	Product and Service Development	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
52	Product and Service Development	Pitch the design for a new or renovated product or service
52	Product and Service Development	Critically reflect on the skills of teamworking, creative development and presentation.
55	Planning Social Media Campaigns	Examine the key concepts and features of social media for different business activities
55	Planning Social Media Campaigns	Discuss the uses of social media and their impact on market and audience
55	Planning Social Media Campaigns	Plan a social media campaign for an organisation, based on client need, market and user research
55	Planning Social Media Campaigns	Implement a social media campaign plan for an organisation to meet business objectives.
57	Business Intelligence	Discuss business processes and the mechanisms used to support business decision making
57	Business Intelligence	Compare the tools and technologies associated with business intelligence functionality
57	Business Intelligence	Demonstrate the use of business intelligence tools and technologies
57	Business Intelligence	Discuss the impact of business intelligence tools and technologies for effective decision-making purposes and the legal/regulatory context in which they are used.

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