

QUALIFICATION SPECIFICATION							
SECTION A							
QUALIFICATION DEVELOPER		London College of International Business Studies					
TITLE		Certificate V in Business Public Relations			NCQF LEVEL		5
FIELD		Not applicable		SUB-FIELD		Business Public Relations	
New qualification		X	Review of existing qualification				
SUB-FRAMEWORK		General Education		TVET		X	Higher Education
QUALIFICATION TYPE		Certificate		X	Diploma		Bachelor
		Bachelor Honours			Master		Doctor
CREDIT VALUE		185					
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>All organizations including the Government, public and private enterprises need to promote themselves and improve their reputation in the public space nationally and internationally. Botswana wishes to improve its economy and raise its impact in the world. The fact that Botswana is a tourist destination coupled with the fact that a London College of International Business Studies (LCIBS) Needs analysis has shown that there is inadequate knowledge about this profession in Botswana (Appendix LCIBS needs analysis) shows that there is a need for Public Relations and Communication professions in this country. Rebranding by forward thinking public relations professionals could help the country benefit from its natural resources and build its economy. In addition, businesses themselves will not be able to contribute significantly to the Gross Domestic Product if they did not claim their place in the economy through proper imaging building and branding. Public Relations professionals, even at entry level can improve the image and reputations of Government and business in the public space. The introduction of an entry level qualification could be attractive to school leavers as an access programme to allow vertical articulation in the subfield. Unemployed people could also tap into this qualification to gain the necessary skills in a short period of time and seek employment or freelance their services. This will reduce the economic burden of unemployment on the Government in the short term while providing an opportunity for further growth for the graduate. Niche areas in Public Relations lean strongly toward the changes in the various external stakeholders of the organisation with a strong focus on consumer relations. The continuous change in technology has also created opportunities, especially in respect of online media platforms, i.e. social media, blogs and Internet at large.</p> <p>In support of the above the Government of Botswana has noted that the development of human capital, the skilling of the informal sector and the development of micro and small enterprises (MSES) are essential in achieving the Botswana Vision 2036 pillars (Botswana Vision 2036). It has been noted that despite significant economic growth since independence, unemployment rate remains high with the youth comprising a significant 51,7% of all unemployed people with the 15-19 age group most affected.</p>							

Therefore, an opportunity to train Public relations professionals will contribute to the entrepreneurial activities.

Since the Botswana Education and Training Sector Strategic Plan (ETSSP 2015-2020) also seeks to create a more diversified, knowledge and skills-based economy, the strategic development of human capital will achieve the social and economic aspirations identified in the Revised National Policy on Education (RNPE), the National Development Plan, Vision 2036 and as well as the Sustainable Development Goals. Strategically the ETSSP plans to cohere the skill set through qualifications with labour market requirements, thereby ensuring that education and training outputs are more closely aligned to the socio economic development needs of the country. This proposed qualification will contribute to these visions.

Therefore, the purpose of this qualification is to provide an accessible entry level qualification that will provide the necessary knowledge, skills and competence to function at an entry level in Public Relations or entrepreneurial activities. The design of the qualification supports development of both Business and Public relations skills. These skills include Public Relations business start-up, entrepreneurship, finance, marketing, human resources and communication technologies. These graduates will be equipped with the necessary competencies to either open their own small businesses or work for other businesses. As such the Certificate in Public Relations underpins a career in general business - either entrepreneurial or entry level in an organization with a potential for growth. The graduate can also be employed as an events coordinator, advisor, supervisor or free-lance on public relations projects.

ENTRY REQUIREMENTS (including access and inclusion)

The qualification is offered to anyone who is interested in the Field of Business, Commerce and Management with Public relations, irrespective of any disability, learning difficulty, record of criminal conviction, age, gender, ethnic background and parental education or contextual data. Enrolment process is fair and equitable and applies equally to all individuals

To gain admission into this programme a student must have the following

Entry Requirements:

Prospective students will be admitted to the Certificate in Business Public Relations on account of having satisfied the entry requirements as stated below and in the admissions policy:

- The minimum entry BGCSE points shall be 30 points with at least six subjects NOT below a grade of E. English Language shall be one of the qualifying subjects with at least a C.
- Certificate IV, NCQF Level 4 with at least 20 Credits at NCQF Levels 5 in related fields of Business and Commerce or. Recognition of prior learning to at least 40 credits at NCQF level 4,
- certificate III, NCQF level 3 (General Education or TVET) with Recognition of prior learning to at least 40 credits at NCQF level 4,
- Two A' levels grades A-D or Minimum of 48 UCAS points
- LCIBS Certificate IV in Business Management Foundation
- English proficiency of IELTS 5.0 or CEFR B1 or equivalent
- Entry by RPL- **detailed below under the RPL section**

- Mature age admission will be for those above the age of 23 with at least 3 years of experience in the field.
- **Please see attached Admissions Policy for detailed information on the entry requirements**

QUALIFICATION SPECIFICATION SECTION B

Certificate in Public Relations graduates will be able to demonstrate the following Learning Outcomes:

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

<ul style="list-style-type: none"> • Demonstrate knowledge of a variety of public relations principles and theories for the attainment of organisational goals. 	<ul style="list-style-type: none"> • Discuss public relations concepts • Apply principles of public relations • Design simple campaigns and implement according to the acceptable Public Relations formula. • Initiate and manage sponsorships, donations and social investment programmes to create positive relationships with the community within which the organisation operates are • Demonstrate entry level business acumen when managing public relations projects
<ul style="list-style-type: none"> • Demonstrate knowledge of the fundamental concepts and practices of organizational behavior in different contexts. 	<ul style="list-style-type: none"> • Explain the fundamental concepts of organizational behavior and how they apply to different types of organizations. • Describe how external factors can impact or influence the organizational behavior mechanisms of an organization in the various settings in which it operates • Apply effective time management skills to meet deadlines • Explain the relevance of branding to both products and services (relate it to organizational behavior).
<ul style="list-style-type: none"> • Demonstrate competence in the communication and ethical dimensions of public relations. 	<ul style="list-style-type: none"> • Determine communication implications of the strengths, weaknesses, opportunities and threats of a given multinational organisation • Discuss the ethical role of public relations practitioners in industry. • Demonstrate knowledge of why decisions are taken in various contexts.

	<ul style="list-style-type: none"> • Apply the ethical responsibility of public relations management
<ul style="list-style-type: none"> • Demonstrate knowledge of the fundamental concepts, frameworks, approaches and applications of marketing communications 	<ul style="list-style-type: none"> • Describe how organizations of different sizes deploy marketing research techniques to understand their customer base • Explain how different approaches to marketing communications benefit a diverse scope and range of organizations • Explain the ideas, concepts and frameworks that underpin integrated marketing communications in real world contexts • Analyse the choice of marketing communication channels in relation to the organisation's marketing objectives. • Explain the potential difficulties associated with developing and implementing an integrated marketing communications campaign. • Explain, with contemporary examples, how regulatory, ethical and cultural issues affect marketing communication campaigns. • Analyse marketing communications from a local, national and transnational perspective, taking culture into consideration. • Evaluate the impacts of marketing communications mix in real settings
<ul style="list-style-type: none"> • Develop public relations strategies in support of organisational objectives 	<ul style="list-style-type: none"> • Communicate using appropriate public relations communication tools • Participate in Public Relations audits • Apply correct and effective public relations methodologies • Align stakeholder relationships to ensure that organisational communication objectives are promoted.
<ul style="list-style-type: none"> • Communicate in a variety of formats in the public relations environment. 	<ul style="list-style-type: none"> • Write to a high standard that contributes to a positive organisational image • Communicate effectively using English language skills • Utilise appropriate and relevant production techniques in public relations communication with internal and external stakeholders.

	<ul style="list-style-type: none"> Utilize new Media technology effectively in an appropriate manner according to the needs of the target audience/s.
<ul style="list-style-type: none"> Demonstrate knowledge of the concepts and tools necessary for the financial management of a business 	<ul style="list-style-type: none"> Explain the fundamental concepts, principles, ethics, practices and techniques of financial accounting and management accounting Discuss the differences between financial accounting and management accounting and their applications Explain the place and role of accountancy in the wider context of business management Apply the three principal financial statements in a business context Apply financial ratios to analyse a business financial statement. Report financial information related to a business Discuss the different methods companies have for raising finance
<ul style="list-style-type: none"> Demonstrate knowledge and application of the core approaches, concepts, frameworks and practices within Human resources management (HRM) 	<ul style="list-style-type: none"> Explain the key functions, concepts, models and philosophies underpinning HRM theories. Discuss the key functions and defining characteristics of HRM as a mechanism to add competitive advantage to the organisation. Analyse the resourcing strategies and processes that an organisation employs commenting on the contribution made by the HRM function to the process. Evaluate the role of HRM in the process of performance management and the development of employees. Analyse real organizational contexts and apply knowledge and understanding of HRM issues Apply key skills associated with HRM practice within a live and simulated environment e.g. actual research and interviews, practising recruitment and selection skills together with those of negotiation Deliver effective outcomes in terms of written and verbal communication relative to the field of HRM. Analyse the role of HRM in employee relations and in dealing with potential or actual conflict in a contemporary setting. Explain the role of Human resources in terms of people, skills and talent in an organization

	<ul style="list-style-type: none"> • Explain the role of performance management and development of employees in HRM • Apply HRM concepts of recruitment, selection and negotiation in a simulated/team context • Analyse and apply concepts to explore a range of problems and operational issues that may be encountered within the professional framework of HRM.
<ul style="list-style-type: none"> • Apply knowledge of personal and professional development to identify and achieve long term personal and professional goals 	<ul style="list-style-type: none"> • Discuss the concept of personal development and its role in both organisational and life-long learning. • Apply knowledge to engage with a range of problems and operational issues that may be encountered within the concept of Personal Development. • Analyse key processes and skills involved in taking responsibility for own personal development and identify own current skills and competencies as the basis of designing a personal development plan. • Create a suitable personal development plan that incorporates goals, interpersonal and transferable skills relative to current and interim needs • Create strategies to implement and critically assess your own personal development plan
<ul style="list-style-type: none"> • Demonstrate knowledge of simulation software and how they can assist in developing knowledge and understanding of business-related subjects and business start-ups 	<ul style="list-style-type: none"> • Explain the key factors that contribute to a successful business start-up. • Explain the interrelationship between the different functional areas of a business. • Evaluate the relationship between theory and practical concerns within a business context. • Demonstrate an analytical approach to problem solving. • Create and test (within a simulation) a business start-up idea.
<ul style="list-style-type: none"> • Develop media relations in order to maximise public relations opportunities 	<ul style="list-style-type: none"> • Explain the role of media in public relations • Distinguish between print and electronic media • Explain the roles and functions of different people in the media arena • Write media monitoring reports clearly. • Develop a media plan. • Manage media for public relations

QUALIFICATION STRUCTURE SECTION C			
	Title	Level	Credits
Generic COMPONENT Subjects / Units / Modules /Courses	Finance and Accounting	5	15
	Personal Development Planning (Personal)	5	15
	Human Resource Management	5	15
	Total credits		45
Core COMPONENT Subjects / Units / Modules /Courses	Introduction to Public Relations Botswana	5	10
	Introduction to Information Communications Technology Botswana	6	10
	Organisational Behaviour	5	15
	Public Relations and the Media	5	15
	Integrated Marketing Communications	5	15
	Marketing in Action	5	15
	Simulation for Business Start-up-	5	15
	Public Relations and Corporate communications Botswana	6	15
	Digital Communication Botswana	6	15
	Media Management Botswana	6	15
	Total Credits		140
ELECTIVE COMPONENT Subjects / Units / Modules /Courses			
	Choose 1		
	Work integrated learning I Botswana		Non-credit-bearing
	Community based engagement I Botswana		Non-credit-bearing
	Total overall credits		185
Rules of combinations, Credit distribution (where applicable):			
Candidates are required to achieve a minimum of 185 credits inclusive of 45 credits for generic modules, and 140 credits for core modules. The generic modules support the preparation of the graduate to assume the role and understand the sustainability of the business in context. These modules will support 76 % of the courses by ensuring an adequate profile for the entrepreneur, Public Relations officer or someone who wants to articulate vertically academically. The core modules develop the skills			

and competence required to ensure success in a rapidly transforming business and public relations environment. Holders of this qualification may pursue other qualifications at NQF Level 6 in cognate areas such as Business, Marketing or Public Relations, human resources, entrepreneurship etc., for multi-skilling or retooling purposes. Employment pathways for the qualification holders include working as entrepreneurs setting up small and medium business enterprises and or entry level officers in all kinds of organizations ranging from those in hospitality and tourism to Finance, Marketing, Public relations, retail, etc.

ASSESSMENT and MODERATION ARRANGEMENTS

All assessments, leading/contributing to the award of credits or a qualification are based on learning outcomes and/or sub-outcomes.

Assessment

Candidates may undergo assessment including examination for each module which contributes 100 % of the final mark for that course.

Assessment will be continuous and may include a range of formats including formal written, oral, computer based, poster or project. The scores awarded in the assignments/ examinations as per weightings in the module descriptors will be used in the determination of the final mark for each module. Some modules allow “substitution” to increase one or more assignment scores that fall below the prescribed standard. Some modules have assignments or groups of assignments for which a minimum score must be achieved to pass the module. Failure to achieve the minimum score will lead to failure of the modules with no entitlement to re-sit the examination or resubmit the assignment.

The Marking and Moderation Policy clarifies the different pass levels

Internal moderation requirements the following shall apply for both internal and external moderation in accordance with applicable policies and regulations:

Pre-assessment Moderation

Before administering any assessments that contribute towards the award of credits, moderation will take place. This entails the following:

- Ascertaining that the assessment strategy to be used is appropriate for the learning outcome to be assessed
- Ascertaining that the assessment instrument adequately captures the learning outcomes against which assessment is to be carried out
- Ascertaining whether the assessment tasks or questions can enable the assessor to collect enough evidence that is typical of relevant exit level descriptors.
- Checking if the cover page contains all necessary information
- Checking if the assessment instrument layout is appropriate and that wording of assessment tasks or questions is appropriate.
- Checking if the assessment criteria or rubric is consistent with the learning outcomes against which assessment is to be done.

Post-assessment Moderation Moderators must verify that the assessment has been done in compliance with assessment principles and the assessment policy. This should include the following:

- checking if all scripts have been assessed using the same criteria.
- verifying if assessment judgments and decisions have been done consistently and that principles such as validity, authenticity, currency and sufficiency have been considered.
- checking if calculation of marks has been done correctly
- checking if necessary, records and reports have been completed.

Sampling Procedure for Moderation

The total number of scripts to be sampled will include those of the failed candidates, all borderlines and at least a 10% random sample of scripts.

Moderation reports A moderation report shall capture, but not limited to the following:

- Sample size and sampling procedures
- Observations about the performance of candidates
- Consistency of assessment judgements and decisions
- Assessment instruments and alignment to learning outcomes
- Recommendations for improvement

It should be noted that:

- All marks are subject to 'approval by the appropriate Examination Committee'.
- Final conferment of the award is subject to 'approval by the awarding body.'

External Moderation will be conducted by an appointed external examiner by the Open University. The external will also be present at all exam board. The external will provide a report on the suitability of the assessments, quality of marking and make recommendations at a module and programme level.

Please see attached Marking and Moderation Policy

RECOGNITION OF PRIOR LEARNING (if applicable)

Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable university RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

- Students who are able to demonstrate that they have already fulfilled some of the learning outcomes of the qualification by means other than attendance on the planned qualification, and will be able, by completing the remaining requirements, to fulfil the learning outcomes of the qualification and attain the standard required for the award, may be admitted with advanced standing, thus exempting them from some modules or stages of the programme.
- If the student's prior learning is not certificated, the institution will assess the student's learning directly, either by requiring the applicant to take the normal progression assessments of the qualification or by some other appropriate form of assessment. This will be laid out in the Recognition of Prior Learning (RPL) policy.

- A student admitted based on uncertificated learning and experience or through prior certified learning is subject to the same principles of admission as all other students on that qualification. Subject to the requirements of any Professional, Statutory and Regulatory Body (PSRB) requirements the institution has discretion to admit a student with exemption from certain elements of the qualification or with specific credit.
- A student may be awarded credit for prior learning (certified, experiential or uncertified), towards the requirements of a named award up to 50% of the total credit requirements for that award.
- an individual applicant who has fulfilled some of the progression and assessment requirements of the programme by means other than attendance on the planned programme and will be able by completing the remaining requirements to fulfil the learning outcomes of the programme and attain the standard required for the award, student may be admitted to an appropriate point in the programme.

Please see attached Recognition of Prior Learning Policy

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning progression

The certificate in Business Public Relations has been designed to allow **vertical articulation** to a Diploma in Business management or Business marketing or Business Public relations. It also allows **horizontal** articulation to a certificate in Business Marketing or Business Management.

The following are the **employment pathways** for a graduate who has successfully completed this qualification:

- Supervisor at any business enterprise
- Public Relations officer
- Customer Service officer
- Events' organizer /coordinator/advisor
- Supervisor at a small business.
- Supervisor at a strategic entrepreneurial unit.
- Self-employed – Launching a small company or starting a small new venture.
- Free-lance on public relations projects

QUALIFICATION AWARD AND CERTIFICATION

- A candidate is required to achieve the stipulated total credits (185 credits) inclusive of the fundamental, core and elective components, to be awarded the qualification.
- The Certificate in Business Public Relations will be awarded to a candidate who completes 185 credits as indicated in the approved qualification document with at least a minimum achievement of 50% in each module and overall and have completed the Work integrated component I Botswana or the Community engagement project I Botswana.

Certification

- Candidates meeting prescribed requirements will be awarded the qualification in accordance with standards prescribed for the award of the qualification and applicable policies.
- Candidates who do not meet the prescribed minimum standards may, where applicable, be considered for appropriate exit awards in accordance with applicable policies.
- Students awarded any qualification will be issued with a certificate in respect of that qualification in the name held in formal records at the point when the qualification is conferred.
- A certificate will not be amended or reissued in a different name if a change of name is notified after the date the qualification is conferred, except in the case of an error by providing institution in recording personal details, or if a valid request is made under the Gender Recognition Act 2004.
- A duplicate certificate will be issued in the same name as the original certificate (unless amended as above), even if a change of name may subsequently have been notified.

REGIONAL AND INTERNATIONAL COMPARABILITY

The Certificate in Public Relations qualification is pitched at a NCQF level of 5 with a total of 185 credits. The qualification consists of eleven 15 credit modules and two 10 credit modules.

All institutions in reviewed focus on public communication and elements of business communication. The number of credits allocated to the qualifications varied, however, all certificates were pitched at an NCQF level of 5.

1: Lyceum (South Africa) offers a Higher Certificate in Public Relations at NQF level 5 with 120 credits. The qualification is covered over a 1-year period. Lyceum offers many of the core public relations courses with a mixture of business courses. In Lyceum 4 out of 6 modules are business concentrated. LCIBS and Lyceum offer modules focusing on communications, human resources, introduction to public relations and finance.

2: Damelin (South Africa) offers a Higher certificate: commerce: public relations pitched at NQF Level 5 with 160 credits. While the credits vary the courses being taught have common elements to LCIBS. Damelin offers 4 Business modules in the certificate in PR. LCIBS and Damelin focus on modules such as Finance and accounting, Communications and introduction to public relations.

3: McGill University School of Continuing Studies in Canada offers a 1-year certificate in Public relations and communications management. The certificate in public relations at McGill University consists of 14 modules, 7 of which are business focused. Organisational behaviour, Communications and introduction to public relations are common with modules offered at LCIBS.

The certificate in Business Public Relations proposed by LCIBS is similar to the qualifications described above with a strong Business focus and enough Public relations modules.



BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

REVIEW PERIOD
All qualifications are reviewed as part of LCIBS Quality Cycle and as per BQA every 2 years due to the dynamic nature of the field.
Other information – please add any supplementary information to help the application for this qualification for NCQF Registration.

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CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	