



Qualification Specification for:

KPA Level 4 Award
in
New Technologies for Business
(RQF)

Qualification Number: 603/6169/4

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1. Introduction

About KPA

Kaplan Professional Awards (KPA) is a nationally recognised Awarding Organisation which offers high quality accredited qualifications. KPA works with national and local organisations to develop and widen access to high quality and flexible education and learning.

Our mission is to offer the best possible qualifications and resources, and to put these opportunities in the hands of as many people as possible.

KPA Qualifications

KPA Qualifications are developed to ensure they provide a clear measure of the individuals' achievement while highlighting their ability to meet the requirements of the industry in which they wish to operate. KPA work with industry specialists to ensure the qualification modules/units and their assessments are set at a suitable level for the age range and industry requirements.

2. Qualification summary

This specification will provide key information about the KPA Level 4 Award in New Technologies for Business (RQF) qualification.

This qualification is regulated by Ofqual and listed on Ofqual's Register of Regulated Qualifications:

Name of qualification	Qualification number
KPA Level 4 Award in New Technologies for Business (RQF)	603/6169/4

This qualification has been developed specifically for middle and senior managers and small business owners, or those advising such individuals, who need to appreciate what new and emerging technologies can mean for businesses.

The aims for this qualification are to ensure that participants:

- Understand the basic principles underlying the way technology works
- Recognise the risks and benefits associated with using the technology
- Can identify the ways in which the technology can be used in the modern business environment
- Can identify the potential application of the technology to their businesses
- Understand the terminology associated with the technology

Drawing on real-life examples, New Technologies for Business offers a measured yet detailed look at a range of new technologies such as Fintech, Blockchain, AI, the Internet of Things and cloud computing, as well as considering the implications of functioning in a digital age. Ultimately, this qualification empowers attendees to have informed conversations with technical experts to ensure that they are able to realise the full potential of the new technologies that are now available whilst guarding against the potential risks.

Upon successful completion, learners will achieve a nationally recognised KPA Level 4 Award in New Technologies for Business (RQF).

The qualification is graded as pass or fail only.

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Qualification objective

The purpose of the KPA Level 4 Award in New Technologies for Business (RQF) is to support the role in the workplace.

The objective of the KPA Level 4 Award in New Technologies for Business (RQF) qualification is to provide the learner with a foundation level understanding of this topic area, allowing a transfer of knowledge to the workplace and improving employability. The programme incorporates professional development within its learning objective in order to support participants in enhancing their employability options and advancing their careers.

On the successful completion of this programme, learners will be able to assess the:

- Implications to their business of operating in a digital age.
- Potential uses of Fintech and AI within their businesses
- Potential for the use of data analytics in their business decision-making processes
- Ways in which digital marketing concepts could be applied to their business' marketing strategy
- Potential applications of blockchain technologies within their business models
- Potential applications of internet enabled systems and devices within their business models
- Potential use of cloud computing to their businesses.

Entry Requirements

KPA qualifications are designed for learners who are typically 18+ and 19+.

Whilst there are no specific entry requirements to study this qualification, it is recommended that learners have a good standard of English and Math. It is our policy to ensure qualifications are free from any barriers that restrict access and are available to all who have the capability of reaching the required standard.

Our Centres are required to review, relevant, prior qualifications and experience for each learner and to use that information to decide whether the learner has the necessary foundations to undertake this programme of study.

Exemptions and/or Recognition of Prior Learning (RPL)

No prior learning is required. There are no exemptions available towards this qualification.

Delivery Languages

This qualification is available in English only at this time.

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3. Delivery guidance

Mode of Delivery

This qualification can be delivered through synchronous or asynchronous modes and supplemented by additional face-to-face or online training materials that could complement delivery.

The Learning Approach

In delivering this qualification, the unit can be divided into an array of topics (each 10-15 minutes duration). Where this qualification is delivered using asynchronous modes, topics have been grouped together, and linked to specific learning outcomes, to form modules. Modules contain in-built knowledge checks to allow the learner to measure and reflect on their progress to date.

Nature of Course Content

The content is practical rather than academic as the content is authored by industry experts who also teach and is contextualised within business scenarios. A narrative approach engages the learner through the real-life story of the impact of the topics on industry.

4. Structure and Content

This qualification is composed of one unit. The individual must successfully complete the required assessment to obtain the qualification certification.

The Qualification consists of one Mandatory Unit:

Qualification Structure	Number of mandatory unit			
Module/Unit title	Assessment method	Level	GLH	TQT
New Technologies for Business	Computer Based Exam	4	25	35

Offering the Qualification

This qualification is only available through KPA recognised centres. If you would like to find out more about either becoming a recognised centre or working in partnership with a recognised centre please access the 'Become a KPA Recognised Centre' tab under the 'Centres' area of the website or contact KPA on 0207 645 8912.

Becoming an approved KPA centre

To become an approved KPA centre you will be required to meet both general and specific requirements to ensure the standard and quality of the qualification delivery is maintained year on year.

All approved centres will be subject to KPA's ongoing quality assurance processes including centre visits which will focus on the internal quality assurance process, management of the qualification delivery and the service provided to the student.

5. Learning outcomes and assessment criteria

How this qualification works

This qualification is made up of a small block of learning focusing on a particular topic or area of study.

The information provided for this qualification will indicate its:

1. Level of difficulty
2. Total Qualification Time (TQT) that a typical learner would take to complete the different activities to demonstrate achievement of the learning outcomes of a whole qualification. TQT includes guided learning hours (GLH) plus tutor directed unsupervised learning and assessment activities.
3. Learning outcomes provide a statement of our expectations of the learner and what the learner can expect to know, understand or do as a result of a process of learning. Each learning outcome is linked to a number of assessment criteria.
4. Assessment criteria is the description of the requirements a learner is expected to meet to demonstrate that a learning outcome has been achieved
5. Course content will provide an overview of the scope of knowledge required in order to fulfil the assessment requirements and achieve the learning outcome; it also outlines the technical components of the programme.

Achievement at level 4

Reflects the ability to identify and use relevant understanding, methods and skills to address problems that are well defined but complex and non-routine. It includes taking responsibility for overall courses of action as well as exercising autonomy and judgement within fairly broad parameters. It also reflects understanding of different perspectives or approaches within an area of study or work.

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Unit 1 - New Technologies for Business			
Level	4	GLH	25
Unit description	<p>This qualification offers learners the opportunity to develop an understanding of many of the new technologies being used in business today, including FinTech, blockchain and AI to cloud computing. The learner will also be introduced to the implications of functioning in a digital age, the growth in the use of digital marketing and the rise of the Internet of Things.</p> <p>They will be offered insights into the ways in which businesses can realise the huge potential these technologies offer in a digital age, whilst guarding against the threats that they can present.</p>		
Learning outcome	Assessment criteria		
The learner will:	The learner can:	Content outline:	
1. Be able to recognise the opportunities open to a business operating in the digital age.	1.1 Explain the meaning of the fourth industrial revolution 1.2 Explain the importance of data and data collection in the new digital economy. 1.3 Describe the new digital trends changing the business landscape. 1.4 Describe the changes in customer behaviour and expectations arising from the digital age. 1.5 Explain the implications for business of digital disruption	<ul style="list-style-type: none"> • Emergence of the fourth industrial revolution • An overview of the emerging technologies including: AI, Blockchain, Cloud computing, Data analytics, Fintech, Internet of Things, Mobile, Social media, Robotics • Meanings of data and information • Sources and types of data • Growth of the global data sphere • Growth of big data and the 4 Vs (volume, variety, velocity and veracity) • Data collection • Data protection, ethics and GDPR • The sharing economy • The platform economy • Business ecosystems and the evolved value chain • A focus on outcomes not products • Personalisation/new approaches to customer service • The customer journey in the digital age • The meaning and implications of business disruption • Patterns of disruption • Examples of digital disruptors 	

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		<ul style="list-style-type: none"> • Responding to digital disruption, innovation and digital transformation
2. Explain how digital marketing concepts can be applied to the marketing strategy of a business.	2.1 Describe the digital marketing landscape 2.2 Describe how to develop a digital marketing strategy 2.3 Describe the different digital marketing channels 2.4 Explain the factors to be considered when running an e-commerce business 2.5 Assess the practical implications and risks associated with using a digital marketing approach	<ul style="list-style-type: none"> • 7 Ps of marketing • Impact of technological innovation on marketing • Benefits of digital marketing • Measurement and the use of web analytics • Digital marketing strategies and frameworks • The impact of digital marketing on existing systems and processes • Inbound and outbound marketing channels • Social media • Paid channels • Website and user experience • Search engine opportunities • E-commerce business models • E-commerce revenue models • E-commerce solutions • Legal considerations for collecting data • Inclusivity and accessibility in the digital space
3. Understand the application of internet-based technologies on a business.	3.1 Explain what is meant by the Internet of Things (IoT) 3.2 Describe the potential business and societal uses and benefits of IoT technology 3.3 Describe in overview the essential technology requirements for the implementation of IoT systems 3.4 Identify the main security and privacy risks associated with IoT technologies	<ul style="list-style-type: none"> • Definition of IoT • IoT devices and products • Business applications of IoT • Societal impacts of IoT • Hardware • Embedded systems • IoT networks and communication systems • Areas of security weakness in IoT systems • Specific types of threats • Overview of appropriate responses
4. Be able to apply artificial intelligence (AI) mechanisms to a business.	4.1 Explain what is meant by AI 4.2 Describe the uses and applications of AI	<ul style="list-style-type: none"> • Definition of AI • Abilities of AI: problem solving, interpreting speech and visual clues, data analytics etc. • Examples of technologies using AI • FinTech (meaning and importance) and the use of AI • Risks and myths of AI

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<p>5. Comprehend data analytics and its application to a business.</p>	<p>5.1 Describe the potential business uses and benefits of data analytics</p> <p>5.2 Describe the practical business implications of using of data analytics</p> <p>5.3 Explain the risks associated with making decisions based on data analytics</p>	<ul style="list-style-type: none"> • Diagnostic, descriptive, predictive and prescriptive analytics • Data visualization and reporting including data presentation techniques and dashboards • Types and uses of machine learning • Determining appropriate business drivers • Collecting data and the impact on existing business processes • Data quality and cleaning existing data • The limitations of different models • Understanding and interrogating algorithm results
<p>6. Understand the concept of cloud computing and its impact on a business.</p>	<p>6.1 Explain what is meant by cloud computing</p> <p>6.2 Describe the uses and benefits of cloud computing</p> <p>6.3 Describe the risks associated with cloud computing models</p> <p>6.4 Describe the main factors to be considered when migrating to the cloud</p>	<ul style="list-style-type: none"> • Basic terminology • Current methods: in-house or 3rd party data centres • Cloud models - IaaS PaaS, SaaS, • Investment savings • Scalability • Organisational agility • Security • Cost • Control of data • Technology infrastructure and networking requirements • Economics and pricing - Capex to Opex • IaaS/PaaS - Selecting providers and SLAs - Amazon Web Services and Microsoft Azure • Governance • Assessing business applications for cloud readiness • Virtualisation • Impact on internal business models, processes and skills

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<p>7. Examine the concept of blockchain and its impact on a business.</p>	<p>7.1 Explain what is meant by blockchain</p> <p>7.2 Describe the uses and benefits of blockchain technology</p> <p>7.3 Describe the basic technological components of blockchain</p> <p>7.4 Describe the limitations and risks associated with using blockchain technology</p>	<ul style="list-style-type: none">• Decentralisation and distributed ledgers• Definition of blockchain• Public, consortium and private blockchains• From payment processing to digital voting including supply chains, digital IDs, title transfers, health records etc• Smart contracts (meaning and uses) and Ethereum blockchain• Fintech, cryptocurrencies and digital cash• Key terminology (encryption, keys, blocks etc.)• Consensus mechanisms• Cost, speed, governance, key management• Common misconceptions• Legal frameworks and ethical issues
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Core reading list

Digital Age

Morabito, V. 2014. *Trends and challenges in digital business innovation*. Heidelberg: Springer Publishing Company.

Valacich, J. 2018. *Information Systems today: managing the digital world*. 8th ed. Harlow: Pearson Education.

Digital Marketing

Chaffey, D. 2019. *Digital marketing: strategy, implementation and practice*. 7th ed. Harlow: Pearson Education.

Chaffey, D. 2019. *Digital business and e-commerce management*. 7th ed. Harlow: Pearson Education.

Wright, T. 2017. *Digital sense: the common sense approach to effectively blending social business strategy, marketing technology, and customer experience*. Hoboken, NJ: Wiley & Sons.

Internet of Things

Marr, B. 2017. *Data strategy: how to profit from a world of big data, analytics and the Internet of Things*. London: Kogan Page.

Rayes, A. 2019. *Internet of Things: From Hype to Reality*. 2nd ed. New York: Spring Publishing Company.

Artificial Intelligence

Kelleher, J. 2019. *Deep Learning*. 2nd ed. Cambridge, MA: MIT Press

Wolfgang, E. 2017. *Introduction to Artificial Intelligence*. 2nd ed. New York: Springer Publishing Company.

Data Analytics

Dinov, I. 2018. *Data Science and Predictive Analytics*. London: Springer.

Laursen, G. 2017. *Business analytics for managers: taking business intelligence beyond reporting*. Hoboken, NJ: Wiley & Sons.

Kotu, V. 2019. *Data Science: concepts and practice*. Cambridge, CA: Morgan Kaufmann.

Blockchain

Antonopoulos, A. 2017. *Mastering bitcoin: programming the open blockchain*. 2nd ed. Sebastopol, CA: O'Reilly Media.

Swan, M. 2015. *Blockchain: blueprint for a new economy*. Sebastopol, CA: O'Reilly Media.

Cloud Computing

Dempsey, D. 2018. *Industry trends in cloud computing: alternative business-to-business revenue models*. Cambridge: Palgrave Macmillan.

Gendron, M. 2014. *Business intelligence and the cloud: strategic implementation guide*. Hoboken, NJ: Wiley & Sons.

Marinescu, D. 2018. *Cloud Computing: theory and practice*. 2nd ed. Cambridge, MA.: Morgan Kaufmann Publishers.

6. Quality Assurance Processes

Assessment

KPA has in place a system of QA which allows it to maintain a high level of control over the development, delivery and awarding of the qualification. In particular it will require centres to meet the particular requirements for each type of assessment. KPA External Quality Advisor's will be responsible for ensuring centres meet the approved centre requirements relating to specific types of assessment and/or examination delivery.

Centre Resources

KPA approved centres are required to provide the right human and physical resources needed to ensure the quality of the learner experience. Centres must ensure that staff have the appropriate level of subject knowledge, practical experience of the sector and are normally qualified to at least a degree standard. It is desirable that staff have a teaching and/or assessing qualification.

The physical resources required will vary depending on the style of delivery. Where distance or blended learning is used, KPA expects centres to have appropriate learning support materials, infrastructure and technology in place to meet student needs.

Certification

On completion of the qualification, KPA will confer upon the learner the award of

KPA Level 4 Award in New Technologies for Business (RQF)

Fees

The exam fee for this qualification is £60.00.

7. Access arrangements and Reasonable adjustments

KPA complies with the Equality Act 2010 and Ofqual general conditions of recognition regarding fair assessment. Students are asked to notify KPA on registration so that their needs may be considered.

Candidates are able to request alternative access due to short-term or long-term indispositions. Applications must meet the relevant deadlines as laid out in the Access Arrangements policy. For more information on KPA Access Arrangements & Reasonable Adjustment Policy, please email kpaenquires@kaplan.co.uk.

Access arrangements

Access arrangements allow candidates with specific needs; such as special educational needs, disabilities or temporary injuries, to access an assessment without changing the demands of the assessment. The purpose behind an access arrangement is to meet the particular needs of an individual candidate without affecting the integrity of the assessment. Access arrangements are agreed before an assessment and are the principal way in which awarding bodies comply with the duty under the Equality Act 2010* to make 'reasonable adjustments'.

Reasonable Adjustments

KPA will make reasonable adjustments for a candidate with a disability, as defined in the Equality Act 2010*; who would be at a substantial disadvantage in comparison to someone who is not disabled.

An adjustment to be considered reasonable will depend on a number of factors, which will include, but are not limited to the:

- needs of the disabled candidate;
- effectiveness of the adjustment;
- cost of the adjustment
- likely impact of the adjustment