

Luminus BTEC Level 5 Higher National Diploma in Business (Marketing)

2024-2025 | Advisory Plan

[Programme Specification](#)



YEAR 1	First Semester						Second Semester						Summer Semester					
	Unit Code	Unit Title	Credit Hrs.	Theory Hrs.	Prct. Hrs.	Fin. Crd.	Unit Code	Unit Title	Credit Hrs.	Theory Hrs.	Prct. Hrs.	Fin. Crd.	Unit Code	Unit Title	Credit Hrs.	Theory Hrs.	Prct. Hrs.	Fin. Crd.
		English Language Level 1	3	4	2	3		English Language Level 2	3	4	2	3		Optional Unit 2: Level 4	4	2	2	3
	CSD-01	Study Skills	3	3	0	3	CSD-02	Career Readiness	3	3	0	3	R/650/2920	Organisational Behaviour Management	4	2	2	3
	H/650/2917	The Contemporary Business Environment	4	2	2	3	A/618/5033	Marketing Processes and Planning	4	2	2	3						
	L/618/5036	Leadership and Management	4	2	2	3	J/650/2918	Management of Human Resources	4	2	2	3						
		Optional Unit 1: Level 4	4	2	2	3	Y/618/5038	Accounting Principles	4	2	2	3						
	Total		18	13	8	15	Total		18	13	8	15	Total		8	13	8	6

YEAR 2	First Semester						Second Semester						Summer Semester					
	Unit Code	Unit Title	Credit Hrs.	Theory Hrs.	Prct. Hrs.	Fin. Crd.	Unit Code	Unit Title	Credit Hrs.	Theory Hrs.	Prct. Hrs.	Fin. Crd.	Unit Code	Unit Title	Credit Hrs.	Theory Hrs.	Prct. Hrs.	Fin. Crd.
		English Language Level 3	3	4	2	3		English Language Level 4	3	4	2	3	Y/618/5122	Integrated Marketing Communications	4	2	2	3
	CSD-03	Entrepreneurship	3	3	0	3	FT-BU-02	Field Training	3	0	9	3		Optional Unit 2: Level 5	4	2	2	3
	D/618/5039	Managing a Successful Business Project (Pearson Set)*	4	2	2	3	H/618/5060	Research Project (Pearson Set) *	8	2	6	6						
	R/618/5121	Digital Marketing	4	2	2	3	L/618/5120	Marketing Insights and Analytics	4	2	2	3						
		Optional Unit 1: Level 5	4	2	2	3												
	Total		18	13	8	15	Total		18	8	19	15	Total		8	4	4	6

* Pearson-Set units for both Level 4 and Level 5 must be studied in the same academic year to ensure that the same THEME is applied.



كلية لومينوس الجامعية التقنية
**LUMINUS TECHNICAL
UNIVERSITY COLLEGE**

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Luminus BTEC Level 4 Higher National Certificate (HNC) in Business

Unit Code	Unit Name	Credit Hours	Theory Hours	Practical Hours	Pearson Level
6 Units: Core - Mandatory					
H/650/2917	The Contemporary Business Environment	4	2	2	level 4
A/618/5033	Marketing Processes and Planning	4	2	2	level 4
J/650/2918	Management of Human Resources	4	2	2	level 4
Y/618/5038	Accounting Principles	4	2	2	level 4
L/618/5036	Leadership and Management	4	2	2	level 4
D/618/5039	Managing a Successful Business Project (Pearson Set)	4	2	2	level 4
2 Units: Optional (selected from the list below)					
H/617/0736	Business Law	4	2	2	level 4
D/618/5042	Innovation and Commercialisation	4	2	2	level 4
A/618/5047	Entrepreneurial Ventures	4	2	2	level 4
T/618/5053	Recording Financial Transactions	4	2	2	level 4
H/618/5057	Managing the Customer Experience	4	2	2	level 4
R/618/5054	Digital Business in Practice	4	2	2	level 4
K/650/2919	Operational Planning and Management	4	2	2	level 4
2 Units: College Requirements - Mandatory					
CSD-01	Study Skills	3	3	0	
CSD-02	Career Readiness	3	3	0	
2 Units: English Language Levels - Mandatory					
	English Language Level 1	3	4	2	
	English Language Level 2	3	4	2	

Pre-A1-ID Foundation English

A1-ID Elementary English

A2-ID Pre-Intermediate English

B1-ID Intermediate English

B2-ID Upper Intermediate English

C1-ID Advanced English

C2-ID Proficiency (English)

Luminus BTEC Level 5 Higher National Diploma in Business (Marketing)

Unit Code	Unit Name	Credit Hours	Theory Hours	Practical Hours	Pearson Level
3 Units: Core - Mandatory					
H/618/5060	Research Project (Pearson Set)	8	2	6	level 5
R/650/2920	Organisational Behaviour Management	4	2	2	level 5
3 Units: Specialist - Mandatory					
R/618/5121	Digital Marketing	4	2	2	level 5
Y/618/5122	Integrated Marketing Communications	4	2	2	level 5
L/618/5120	Marketing Insights and Analytics	4	2	2	level 5
2 Units: Optional (selected from the list below)					
J/618/5133	International Marketing	4	2	2	level 5
H/618/5138	Planning Social Media Campaigns	4	1	3	level 5
R/618/5135	Product and Service Development	4	2	2	level 5
M/615/1641	Business Intelligence	4	2	2	level 5
2 Units: College Requirements - Mandatory					
CSD-03	Entrepreneurship	3	3	0	
FT-BU-02	Field Training	3	0	9	
2 Units: English Language Levels - Mandatory					
	English Language Level 3	3	4	2	
	English Language Level 4	3	4	2	

For English Language Levels, learners attend 2 levels each year.

Starting level (for English Language Level 1) is decided based on a placement test.

Learners will then progress to the next level respectively until they complete 4 levels in total.