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## ***OCL's Edexcel E-Learning Programmes***

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## **Executive Summary**

Oxford College of London (OCL) is a private independent college offering Edexcel BTEC courses. OCL has vast experience of providing Edexcel courses to international students from countries such as India, Nepal, Bangladesh, Nigeria, Ghana, Pakistan etcetera.

Edexcel is the UK's largest awarding body and provides academic and vocational qualifications and testing to more than 25000 schools, colleges, employers worldwide. Edexcel's qualifications are more practical oriented. These qualifications equip the learners with skills to comprehend the theoretical concepts, analyse them, relate and apply these concepts to real-life situations and synthesize a new process to be implemented.

**OCL is proposing offering Edexcel courses via e-learning to your students. Students of your institution after completing A-Level / Intermediate can proceed to study Edexcel BTEC Level 4 Higher National Certificate and Edexcel BTEC level 5 Higher National Diploma. After attaining these qualifications, learners can study for Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership and proceed to study for e-learning Advanced Entry MBA programme. Those who have completed their Bachelors already can proceed to study Edexcel BTEC Level 7 course directly.**

E-learning mode enables the students to schedule and complete their studies at their own convenient time. The students can even study while working. With the computer, internet connection and basic computer literacy skills, the learners can access their lecture materials and tutors from any part of the world. All they need to have is commitment to their studies. This will also help the learners to enhance their basic computer literacy skills. Learners will develop organisation skills and will learn to balance their life between work and studies. Our stimulating lecture materials and prompt feedback from our tutors will encourage the students to be committed to their studies.

**This partnership between your institution and Oxford College of London can help you to develop unique selling proposition in the Pakistan market. It will help increase your market share by recruiting external students (those who have finished A-Level / Intermediate or Bachelors in institutes other than yours). It will also generate extra profit for you by retention of the existing students after the completion of their current course.**

## Introduction

### About Oxford College of London

Oxford College of London (OCL) is a private independent higher education college which has been operating in London for around six years. OCL has a vast experience in offering Edexcel BTEC courses at Level 4, Level 5 and Level 7 to students from various countries such as Nigeria, Ghana, Cambodia, India, Pakistan, Nepal etcetera.

### Our mission statement

*'To provide internationally-recognised cost-effective quality education'*

### Our vision

- To provide a high level of learning to students from all over the world
- Quality & affordable education

### Objective

Oxford College of London (OCL) is proposing to offer the following courses via e-learning to your students.

Courses	Prices
Edexcel BTEC Level 4 Higher National Certificate in Business (QCF)	£500/
Edexcel BTEC Level 5 Higher National Diploma in Business (QCF)	£500/
Edexcel BTEC Level 4 Higher National Certificate in Travel & Tourism (QCF)	£500/
Edexcel BTEC Level 5 Higher National Diploma in Travel & Tourism (QCF)	£500/
Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF)	£500/

The above-mentioned price list is discounted. We expect minimum 25 to 30 students to enrol for a course at a time. OCL will conduct the academic delivery and the assessment operations. The college / university only have to arrange the class where the students would be able to listen to the lectures / seminars arranged and recorded by OCL.

Learners will have the benefit of studying these courses at their own convenience. Edexcel is the UK's largest awarding body and offers qualifications which are recognised by educational institutions and employers worldwide.

### **OCL's online study route**

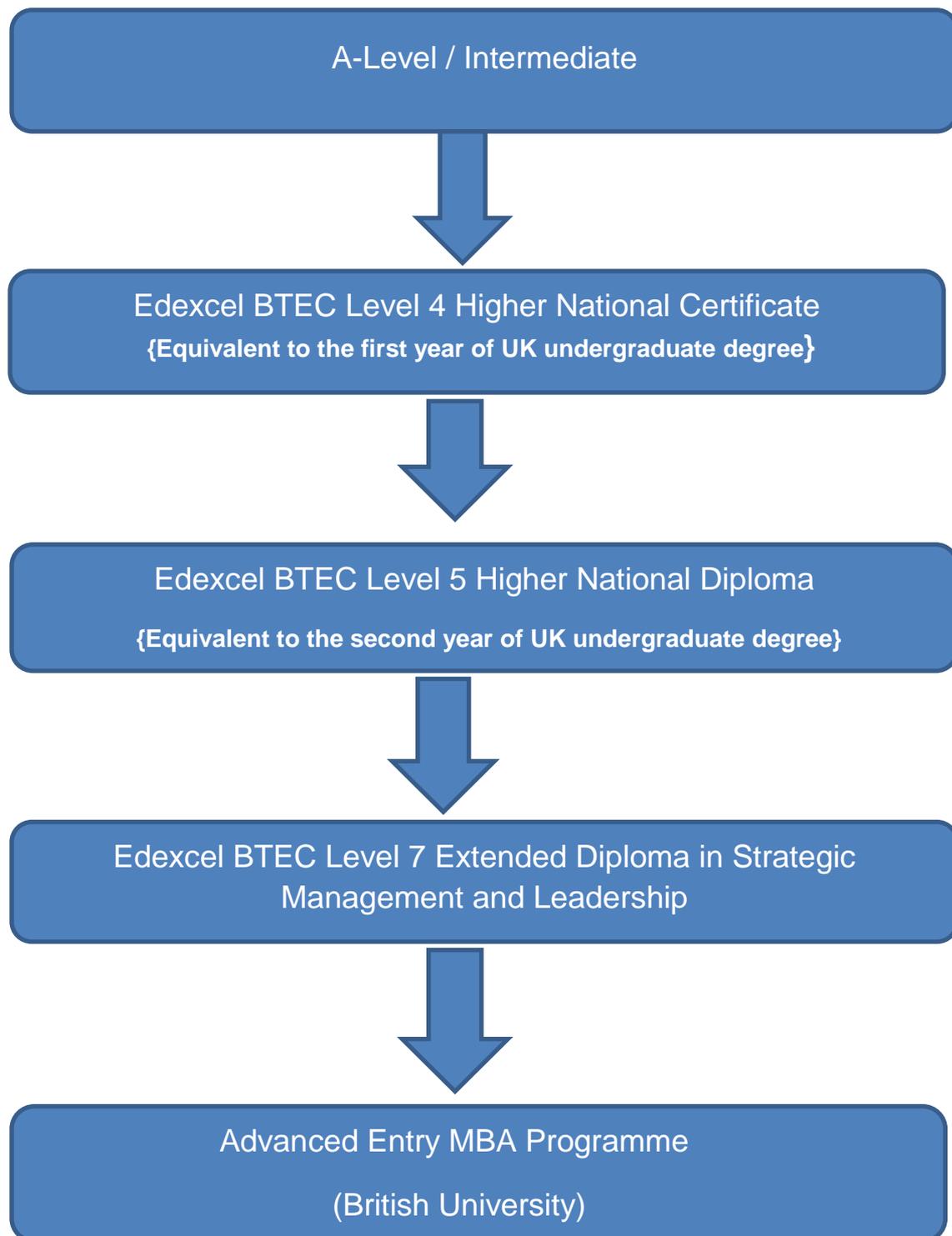
Oxford College of London is considering offering Edexcel BTEC courses via e-learning to the students of your institution at the convenience of your students. Your Students after completing A-Level / Intermediate can enrol with us for Edexcel BTEC Level 4 Higher National Certificate and subsequently enrol for Edexcel BTEC Level 5 Higher National Diploma in Business or Travel and Tourism.

After finishing this diploma which is equivalent to the first and second year of UK undergraduate degree, students can proceed to study for Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership which can lead to UK post-graduate qualification.

Students can opt for Top-up MBA after studying Edexcel BTEC level 7 Extended Diploma in Strategic Management and Leadership online with us. Students can enrol themselves in UK universities for either class-room based Top-up MBA or can study this programme via e-learning mode. This online MBA pathway is illustrated in the next section.

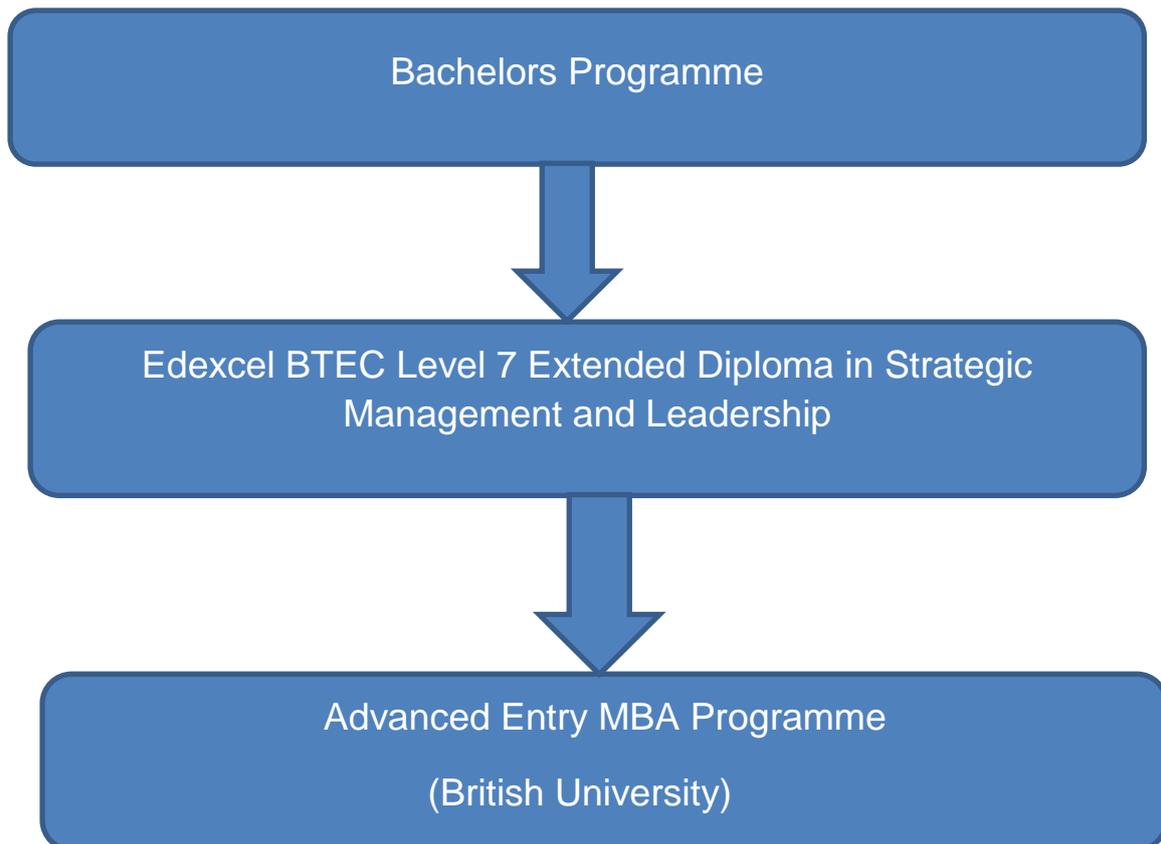
Besides offering Edexcel BTEC Level 4, Level 5 and Level 7 courses, OCL also offers Level 1, Level 2 and Level 3 Edexcel qualifications in various specialities. The complete list of our courses offered via e-learning can be viewed at <http://www.ocl-elearning.co.uk/>

## From A-Level / Intermediate to Online MBA Pathway route



### From Bachelors to MBA Pathway route

Those students who have already studied Bachelors can directly proceed to study Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership and progress to Top-up MBA from a British University.



## **Needs Assessment**

Students after attaining A-Level / Intermediate qualification enrol in local universities and colleges for tertiary qualification. These tertiary qualifications achieved in Pakistan are nationally recognised only.

When these students move abroad for employment purpose, their Pakistan based qualifications are not as recognised in most of the countries especially Europe, North America, etcetera as UK based Edexcel qualifications are. Having achieved Edexcel qualification, these students will have an internationally recognised qualification under their belt which could enable them to secure prestigious employment abroad.

Edexcel qualifications will equip them with the skills to be creative, imaginative, innovative, critical thinkers, reflective learners, and independent enquirers. These skills are mandatory to secure gainful employment in an international market.

## **Delivery of Online Edexcel courses**

As mentioned earlier, the main purpose of providing edexcel courses is to enable your students to study for an internationally recognised qualification at their own convenience. Students can plan their education around their own schedule. All they need is a computer, internet connection and the basic computer literacy.

The advantage of e-learning is its ubiquitous nature. Learners can access their lecture materials from anywhere. If the learners are at work or home or a café, they should be able to access the learning materials as long as they have a computer and an internet connection and the skills to use them.

All our tutors are qualified and appropriately screened by Edexcel. They have several years of experience of delivering edexcel courses. Learners would be in continuous communication with their tutors to seek assistance. Tutors will guide the learners through the course material, set and mark their work and provide constructive feedback on their progress.

The degree of help the tutors can provide depends upon the frequency of their communication. The more questions they ask online, the more they will get the response from their tutors and it will help them in maximising their performance in coursework/assignments. Tutors become more interested in the career and future plans of the students who seek maximum help from them. Learners would be able to access online chat rooms where they can easily communicate to their tutors. They would also be able to leave their messages online to receive their responses.

Our stimulating lecture materials and prompt feedback time from our tutors will encourage the students to be committed to their studies.

## SWOT Analysis

	<b>Your institution</b>	<b>OCL</b>	<b>Learners</b>
<b>Strengths</b>	Well established in your country.	Vast experience of providing globally recognised Edexcel courses to international students. All our tutors are approved by Edexcel for offering Edexcel courses	A-Level /Intermediate / Bachelors from qualifying them for reputable Edexcel BTEC Level 5 and Level 7 qualifications
<b>Opportunities</b>	<p>Increase in profits by retention of students who complete highest qualification in your organisation (A-Level / Intermediate / Bachelors)</p> <p>Another source of revenue</p> <p>Widening their product portfolio</p> <p>Business partnership with OCL will increase your market share as external students (those students who complete qualifications from institutions other than yours) can also enrol with you for Edexcel online higher education courses.</p>	Generation of more revenue via market development	<p>To achieve world-wide recognised edexcel qualification</p> <p>Better career prospects</p> <p>Learners can study at their own convenience</p> <p>Learners do not need to quit jobs (if working) while studying</p>
<b>Weaknesses</b>	Partnership between your institution and OCL can provide a bridge between students' A-Level / Intermediate / Bachelors and internationally recognised higher qualification which is currently not available	Does not operate in Pakistan	Through e-learning courses, students learn commitment and discipline and can enhance basic computer literacy
<b>Threats</b>	By developing partnership with OCL, your institution will attain unique selling proposition with which you can deter off your competitors	<p>Following this partnership, OCL will compete with few institutes in Pakistan offering Edexcel courses.</p> <p>With OCL, students will study at their own convenience.</p> <p>OCL has got an advantage over</p>	Your students face a tough competition in the international job environment. Therefore, they need to be equipped with an internationally recognised qualification to beat their counterparts. OCL can fulfil their need.

		these institutes as OCL's tutors are experienced and trained in offering Edexcel courses	
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Besides the strengths mentioned above, the Edexcel courses develop the following capabilities among the students:

- The ability to manage themselves, others and practices within the sector they are working or planning to work
- The ability to analyse, synthesise and summarise information critically
- The ability to read and use appropriate literature with a full and critical understanding
- The ability to think independently and solve problems
- The ability to apply subject knowledge and understanding to address familiar and unfamiliar problems
- The capacity to give a clear and accurate account of a subject, assemble arguments in a mature way and engage in a debate and dialogue both with specialists and non-specialists.

If you have any queries, please do not hesitate to contact:

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## Appendix – A

NQF level	Level criteria	Example qualifications	Equivalent FHEQ level	Equivalent FHEQ qualifications
Level 8	Level 8 qualifications recognise leading experts or practitioners in a particular field. Learning at this level involves the development of new and creative approaches that extend or redefine existing knowledge or professional practice.	BTEC level 8 Advanced Professional Certificate BTEC Level 8 Advanced Professional Award City & Guilds Fellowship	D (Doctoral)	Doctorates
Level 7	Level 7 qualifications recognise highly developed and complex levels of knowledge which enable the development of in-depth and original responses to complicated and unpredictable problems and situations. Learning at this level involves the demonstration of high level specialist professional knowledge and is appropriate for senior professionals and managers. Level 7 qualifications are at a level equivalent to Master's degrees, postgraduate certificates and postgraduate diplomas.	BTEC Level 7 Advanced Professional Diploma BTEC Level 7 Advanced Professional Certificate BTEC Level 7 Advanced Professional Award City and Guilds Membership	M (Master's)	Master's degree PGDip PGCert Postgraduate Certificate in Education
Level 6	Level 6 qualifications recognise a specialist high level knowledge of an area of work or study to enable the use of an individual's own ideas and research in response to complex problems and situations. Learning at this level	BTEC Level 6 Professional Diploma BTEC Level 6 Professional Certificate BTEC Level 6 Professional Award City & Guilds Graduateship	H (Honours)	Bachelor's degree Graduate Certificate Graduate Diploma Professional Certificate in Education

	<p>involves the achievement of a high level of professional knowledge and is appropriate for people working as knowledge-based professionals or in professional management positions. Level 6 qualifications are at a level equivalent to Bachelor's degrees with honours, graduate certificates and graduate diplomas.</p>	<p>City &amp; Guilds Associateship</p>		
<p>Level 5</p>	<p>Level 5 qualifications recognise the ability to increase the depth of knowledge and understanding of an area of work or study to enable the formulation of solutions and responses to complex problems and situations. Learning at this level involves the demonstration of high levels of knowledge, a high level of work expertise in job roles and competence in managing and training other. Qualifications at this level are appropriate for people working as higher grade technicians, professionals or managers. Level 5 qualifications are at a level equivalent to intermediate Higher Education qualifications such as Diplomas of Higher Education, Foundation and other degrees that do not typically provide access to postgraduate programmes.</p>	<p>BTEC HND BTEC HNC BTEC Level 5 Professional Diploma BTEC Level 5 Professional Certificate BTEC Level 5 Professional Award</p>	<p>I (Intermediate)</p>	<p>Foundation degree HND DipHE DipFE</p>

Level 4	<p>Level 4 qualifications recognise specialist learning and involve detailed analysis of a high level of information and knowledge in an area of work or study. Learning at this level is appropriate for people working in technical and professional jobs, or managing and developing others. Level 4 qualifications are at a level equivalent to certificates of Higher Education.</p>	<p>BTEC Level 4 Professional Diploma  BTEC Level 4 Professional Certificate  BTEC Level 4 Professional Award  City &amp; Guilds Licentiate</p>	C (Certificate)	Certificate of Higher Education
Level 3	<p>Level 3 qualifications recognise the ability to gain, and where relevant apply a range of knowledge, skills and understanding. Learning at this level involves obtaining detailed knowledge and skills. It is appropriate for people wishing to go to university, people working independently or in some areas supervising and training others in their field of work.</p>	<p>A Level  AS Level  Advanced Diploma  BTEC National Diploma  BTEC National Certificate  BTEC National Award  BTEC Level 3 Diploma  BTEC Level 3 Certificate  BTEC Level 3 Award  Level 3 NVQ</p>		
Level 2	<p>Level 2 qualifications recognise the ability to gain a good knowledge and understanding of a subject area of work or study, and to perform varied tasks with some guidance or supervision. Learning at this level involves building knowledge and skills in relation to an areas of work or a subject area and is appropriate for many job roles.</p>	<p>GCSE at grades  Higher Diploma  BTEC First Diploma  BTEC First Certificate  BTEC Level 2 Award  Level 2 DiDA  Level 2 CIDA+  Level 2 Cida  Level 2 NVQ</p>		

Level 1	<p>Level 1 qualifications recognise basic knowledge and skills and the ability to apply learning with guidance or supervision. Learning at this level is about activities which mostly relate to everyday situations and may be linked to job competence.</p>	<p>GCSE at grades D-G  Foundation Diploma  BTEC Introductory Diploma  BTEC Introductory Certificate  BTEC Level 2 Diploma  BTEC Level 2 Certificate  BTEC Level 2 Award  Level 1 DiDA  Level 1 CiDA+  Level 1 CiDA  Level AiDA  Level 1 NVQ</p>		
Entry level	<p>Entry level qualifications recognise basic knowledge and skills and the ability to apply learning in everyday situations under direct guidance or supervision. Learning at this level involves building basic knowledge and skills and is not geared towards specific occupations.</p>	<p>Entry Level Certificate  Foundation Diploma  BTEC Level 1 Certificate</p>		

## Appendix – B

