

**APPENDIX: LEVEL DESCRIPTORS (FROM THE NATIONAL QUALIFICATIONS FRAMEWORK AFTER EACH LEVEL)**

**HE Level 1 (Certificate of Higher Education)**

<b>Knowledge and understanding</b>	<b>Practice: applied knowledge and understanding</b>	<b>Generic cognitive skills</b>	<b>Communication, ICT and numeracy skills</b>	
<p>Demonstrate:</p> <p>*a broad knowledge of the Public Relations and Office Management knowledge embedded in the main theories, concepts and principles.</p> <p>*an awareness of the evolving/changing nature of Public Relations and Office Management.</p> <p>* a thorough understanding of the difference between explanations of different concepts and principles to be applied in Public relations and Office Management.</p>	<p>Use some of the basic and routine skills, techniques, practices and /or materials associated with Public relations and Office Management.</p> <p>Practice Public relations and Office Management principles and concepts in routine and non-routine situations.</p>	<p>Present and evaluate arguments, information and ideas which are routine to the Public relations and Office Management.</p> <p>Use a range of approaches to addressing defined and /or routine problems and issues within familiar and special contexts.</p>	<p>Use a range of routine skills associated with the Public relations and Office Management.</p> <p>for example:</p> <p>*convey complex ideas in a well structured and coherent form</p> <p>*use a range of forms of communication effectively in both familiar and new contexts</p> <p>*use standard ICT applications to process and obtain a variety of information and data</p> <p>*use a range of numerical and graphical skills</p>	<p>Ar</p> <p>an</p> <p>Be</p> <p>or</p> <p>Be</p> <p>oth</p> <p>ob</p> <p>Ta</p> <p>ow</p> <p>Be</p> <p>lea</p> <p>wo</p>

**HE Level 2 (Diploma in Higher Education)**

<p>Demonstrate:</p> <p>*a broad knowledge base with substantial depth in the area of Public relations and Office Management.</p> <p>*understanding of a limited range of core theories, principles and concepts</p> <p>*limited knowledge of some major current issues and specialism.</p> <p>*an outline knowledge and understanding of research in the Public relations and Office Management</p>	<p>Use a range of appropriate methods and procedures</p> <p>Carry out routine lines of enquiry, development or investigation into problems and issues</p> <p>Adapt routine practices within accepted standards in Public relations and Office Management.</p>	<p>Have command of analytical interpretation of a wide range of data as far as Public relations and Office Management concepts and principles are concerned.</p> <p>Use a range of approaches to formulate evidence based solutions/responses to defined and /or routine problems/issues.</p> <p>Evaluate evidenced-based solutions/responses to defined and /or routine problems/ issues.</p>	<p>Use a range of routine skills and some advanced and specialised skills associated with Public relations and Office Management.</p> <p>Convey complex information to a variety of audiences and for a variety of purposes</p> <p>Use a range of applications to process and obtain data</p> <p>Use and evaluate numerical and graphical Public relations and Office Management data</p>	<p>Exer initi Rela Man at a</p> <p>Take lead the v area</p> <p>Take fam</p> <p>Take carry task Rela Man</p>
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**HE Level 3 (Advanced Diploma in Higher Education)**

<b>Knowledge and understanding</b>	<b>Practice: applied knowledge and understanding</b>	<b>Generic cognitive skills</b>	<b>Communication, ICT and numeracy skills</b>	<b>Autonomy and responsibility</b>
<p>Demonstrate:</p> <p>*specialised knowledge with depth in the area of Public Relations and Office Management.</p> <p>*understanding of a range of the main theories, concepts and principles of the Public Relations and Office Management.</p> <p>*an understanding of a range of current issues and specialism.</p> <p>*a knowledge of the main research methodologies used in Public Relations and Office Management.</p>	<p>A command of analysis, diagnosis, planning and evaluation across a broad range of Public Relations and Office Management related technical functions.</p> <p>Formulate appropriate responses to resolve problems/ crisis and other Public Relations and Office Management related issues.</p>	<p>Identify and analyse routine professional problems and issues.</p> <p>Draw on a limited range of sources in making judgements and decision making process.</p>	<p>Communicate in a variety of forms and to a variety of audiences using structured and coherent arguments</p> <p>Communicate the results of their work accurately and reliably, identifying the broader principles, issues and impact</p> <p>Be able to use a range of IT skills especially statistical tools of analysing data like SPSS.</p>	<p>Take responsibility for the work</p> <p>Examine and evaluate the work of others</p> <p>Lead and manage others</p> <p>Develop and improve the work of others</p> <p>Provide professional advice</p> <p>Supervise and manage others</p>

**HE Level 4 (Ordinary Degree)**

<p>Demonstrate:</p>	<p>Use of a selection of the principle skills, techniques,</p>	<p>Identify and analyse routine professional</p>	<p>Effectively communicate information, arguments</p>
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<p>*a broad and integrated understanding of the well established principles of the area of Public Relations and Office Management.</p> <p>*the ability to evaluate a selection of the working principles, concepts and terminology of Public Relations and Office Management study, including some advanced aspects.</p> <p>*knowledge which is detailed in area of Public Relations and Office Management and/or informed by developments at the forefront.</p> <p>*knowledge of routine methods of enquiry.</p>	<p>practices and/or materials associated with the applied technicalities of Public Relations and Office Management.</p> <p>Use of a few skills etc that are specialised or advanced</p> <p>Practice appropriate routine methods of enquiry to solve problems in Public Relations and Office Management</p> <p>Practice in a range of professional Level contexts which include a degree of unpredictability.</p>	<p>problems and issues</p> <p>An understanding of the limits of knowledge and an ability to evaluate knowledge</p> <p>Draw on a range of sources in making judgements</p>	<p>and analysis in a variety of forms to specialist and non specialist audiences.</p> <p>Deploy the key techniques of the Public Relations and Office Management with confidence.</p> <p>Use a range of IT skills to support and enhance work.</p> <p>Use and evaluate numerical and graphical related to Public Relations and Office Management data.</p>
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**HE Level 5 (Bachelor Degree with Honours)**

<p><b>Knowledge and understanding</b></p>	<p><b>Practice: applied knowledge and understanding</b></p>	<p><b>Generic cognitive skills</b></p>	<p><b>Communication, ICT and numeracy skills</b></p>	<p><b>Au res wo</b></p>
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<p>Demonstrate:</p> <p>*a systematic understanding of key aspects of Public Relations and Office Management.</p> <p>*a critical understanding of the principal theories and concepts.</p> <p>*a coherent and detailed knowledge of some areas that are at the forefront of knowledge the Public Relations and Office Management like events planning and Management, International Public Relations and diplomacy, crisis management, office practices and more many others.</p> <p>*knowledge and understanding of a range of established techniques of enquiry or research methods</p>	<p>Use a range of methods and techniques including some that are specialised, advanced and/or at the forefront of the Public Relations and Office Management</p> <p>Be able to transfer knowledge to unfamiliar contexts.</p> <p>Carry out a defined research project in Public Relations and Office Management.</p>	<p>An appreciation of the uncertainty, ambiguity and limits of knowledge in Public Relations and Office Management and other related disciplines.</p> <p>The ability to identify and solve professional Level problems in familiar and unfamiliar contexts related to Public Relations and Office Management.</p> <p>The ability to make judgements where data/information is limited and/or comes from a range of sources.</p> <p>Evaluate and consolidate knowledge, skills and thinking in Public Relations and Office Management.</p>	<p>Communicate information, ideas, problems and solutions in a variety of formats to both specialist and non-specialist audiences.</p> <p>Use a range of software solutions like sage 100, to support and enhance work.</p> <p>Interpret, use and evaluate a range of numerical and graphical statistical data using Microsoft Excel and SPSS.</p> <p>Use a range of new ICTs to effectively and efficiently analyse and solve problems and crisis related to Public Relations and Office Management.</p>	<p>Take responsibility for decisions and actions</p> <p>Act with initiative and support</p> <p>Produce and present a range of work</p> <p>Work with others to bring new ideas and developments</p> <p>Reflect on learning and take gain from it</p> <p>Relate to the wider world</p>
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