



Pearson

# Licence Agreements for Universities



# What is the Pearson Licence Agreement?

Pearson's BTEC Higher Nationals (HNs) are internationally-recognised vocational higher education qualifications at level 4 and 5. They are equivalent to the first and second years of a university degree, providing students progression opportunities to both further study and employment.

The Pearson Licence Agreement enables any higher education institution (HEI)<sup>1</sup> in the United Kingdom or the European Economic Area (EEA) to validate, deliver and award its own Higher National Diplomas and Certificates under licence, and use the Pearson trademark 'Higher National'.

As a recognised professional, technical qualification that meets employer needs, awarding HNs will help you to demonstrate to your students that they can graduate with the experience required by businesses and industry, and with the flexibility to go straight into employment, or continue with further study.

Join over 30 universities in the UK that are already designing, validating, delivering and awarding their own Higher National Certificates and Diplomas.

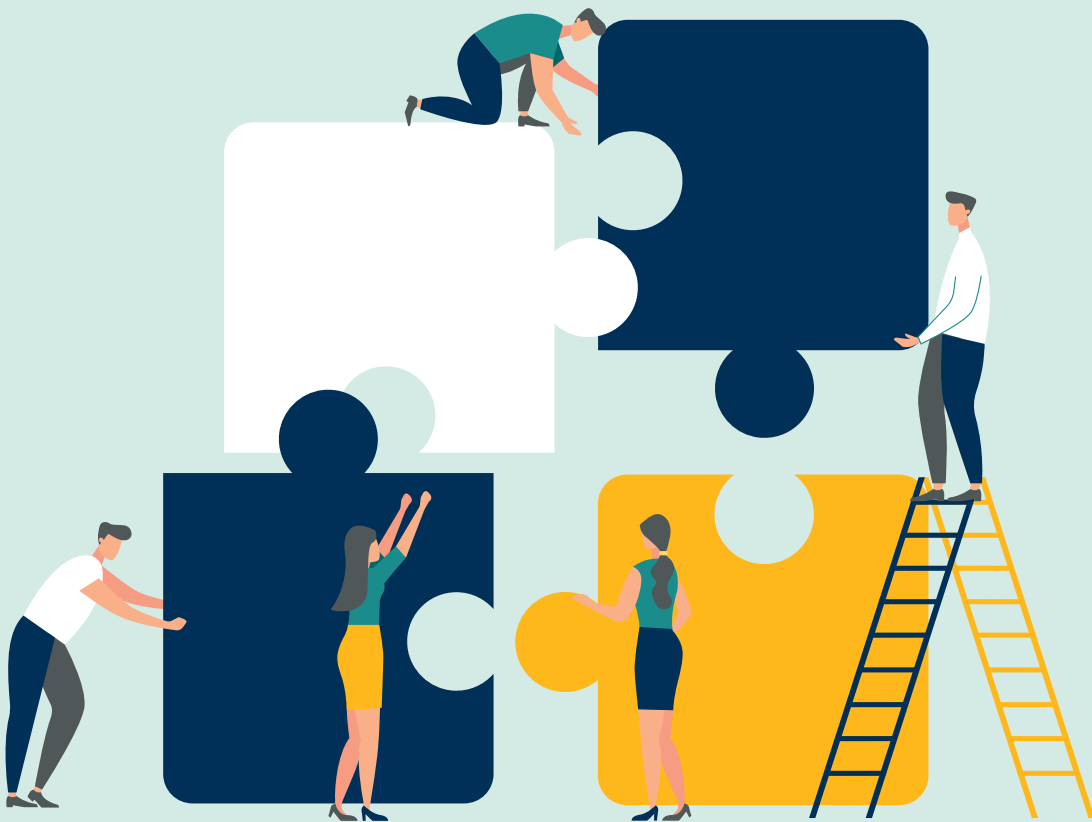


Visit  
[qualifications.pearson.com/licenced-hns](https://qualifications.pearson.com/licenced-hns)  
to find out more.

<sup>1</sup> Pearson's Licence Agreement defines an HEI as a University or College with Degree Awarding Powers, established with the primary aim of providing higher education.

# Higher National Options

1. Trademark Licence
2. Intellectual Property Licence
3. BTEC Higher Nationals
4. Success Stories



# Trademark Licence

## What is the Trademark Licence?

The Trademark (™) Licence allows HEIs to design, deliver and award their own qualifications and take **advantage of using the Pearson trademark**: 'Higher National'.

## Why have a Trademark Licence?

HN qualifications are widely recognised by industry and higher education authorities around the world as **high quality technical professional qualifications** at Levels 4 and 5.

HEIs are able to offer seamless **progression routes** to their own level 6 qualifications and **aid widening participation initiatives**.

The ™ Licence can help HEIs develop, and strengthen, new collaborative arrangements by working with **partner colleges** to deliver its validated and awarded Higher National qualifications.

HN qualifications delivered under the ™ licence can be designed by HEIs to align with **apprenticeship frameworks**.

## How does it work?

The ™ Licence enables HEIs to add this recognition to their own vocational and technical qualifications which **meet the specific needs** of key stakeholders such as employers, students, or local government.

The ™ Licence allows the HN qualifications to be **designed, validated and awarded** by the HEI, so the university has control of its own quality assurance procedures.



# Intellectual Property Licence

## What is the Intellectual Property Licence?

Pearson's Intellectual Property (IP) Licence allows HEIs to award their own HN qualifications while also using the **entire content** of the BTEC HN qualifications.

## Why have an Intellectual Property Licence?

BTEC HN curricula have been **developed in conjunction with employers, students, and professional bodies** offering students real experiences, opportunities and comprehensive qualifications that will benefit their chosen career.

All of the BTEC HN curricula have been designed in the last 3 years and **will be continually developed each year** to keep them current and up-to-date.

The IP Licence can help HEIs **gain recognition of their own qualifications** from professional bodies and employers from around the world.

The IP Licence give HEI's access to curricula that have been mapped to **apprenticeship standards** (where applicable).

## How does it work?

The IP Licence enables HEIs to **include content from any of our suite of BTEC HN qualifications** in their own to ensure that the qualifications are most appropriate for their students.

The IP Licence can help HEIs ease the movement and progression of students by using the same content currently being delivered by **partner colleges**.

# BTEC Higher Nationals

## What are BTEC Higher Nationals?

BTEC is the world's most successful applied learning brand having engaged students in developing practical, interpersonal and thinking skills for more than 30 years.

- Access to the **Pearson Degree Course Finder**
- **Dedicated support** from the BTEC HN curriculum and QA teams
- The opportunity to access new developments in blended learning such as **HN Online**

## Why have BTEC Higher Nationals?

HEIs delivering BTEC HNs will be offering qualifications mapped to **apprenticeship standards** (where applicable) – so they may be delivered as part of a higher/degree apprenticeship.

Being an approved centre would also enable HEIs to access the full range of support and guidance from Pearson which includes:

- Student and staff access to the online support platform **HN Global**
- Digital access to **Core Textbooks**

## How does it work?

HEIs may wish to become a **Pearson approved centre** and deliver BTEC HN qualifications enabling them to offer **dual certification with Pearson**.

HEIs who deliver BTEC HN qualifications will ensure that their students get all of the benefits of the **international recognition** of a BTEC HN award.

This also enables HEIs to offer their students advanced standing in the **achievement of professional body qualifications**.



*If you have any further queries or would like more information about any individual BTEC Higher National subject, please contact [licensehn@pearson.com](mailto:licensehn@pearson.com)*

# Coventry University Aiding Social Mobility

Coventry University Scarborough, part of Coventry University Group. In 2018-19 CUG was the largest HEI provider of Higher National qualifications in the UK. The Scarborough Campus of CUG has been recognised in a national report for bringing new opportunities to a 'social mobility' coldspot.

The annual [\*\*State of the Nation report, published by the Social Mobility Commission\*\*](#), revealed a growing gulf between the country's major cities and areas that are being left behind economically and socially.

It featured CU Scarborough as a case study to demonstrate how the Coventry University Group had

opened a campus in an area that ranked poorly for social mobility and where there was previously little access to higher education.

The report cited the campus's flexible courses that match local employers' needs, are compatible with work and caring responsibilities, and do not follow a traditional university schedule or degree model.

This increased flexibility aims to improve participation from students from all backgrounds and helps those with unexpected changes in circumstances continue with their studies.

*Developed with Employers,  
Professional Bodies and Students HN  
qualifications are designed to meet the  
needs of employers and education providers.  
They can be delivered flexibly to suit local  
needs with learning available from across  
the whole suite of qualifications.*

ALWAYS LEARNING



Visit

[qualifications.pearson.com/licenced-hns](https://qualifications.pearson.com/licenced-hns)

to find out more