



SEVERN  
BUSINESS  
COLLEGE

**EBMA Level 2 Diploma in Business and  
Management**

**Course Handbook**



## Qualification

EBMA Level 2 Diploma in Business and Management

## Level

2

## Guided Learning Hours

80

## Total Qualification Time Hours

400

## Credit Value

40

## Aim of the Course

The EBMA Level 2 Diploma in Business and Management aims to equip learners with sound knowledge of business environment, administrative procedures, customer care, policies and knowledge of how to succeed in business and administrative role. It assumes no prior knowledge of Business, Management or Administrative Skills therefore it provides an all-encompassing knowledge of business environment, management skills, financial operations, customer care skills, and communication skills. These units have been designed to provide learners with the knowledge of how to apply them at work, and be able to know how to progress their careers in administration and management.

## Assessment

Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

## Course Structure

EBMA Level 2 Diploma in Business and Management			
Unit number	Units	Unit level	Unit credit
1	Business and Management Skills	2	10
2	Customer Service Management	2	10
3	Communication Skills	2	10
4	Marketing and Sales	2	10

## Assessment Grades

Marks Ranges	Marking Criteria
Pass	All learning outcomes are achieved. All assessment criteria are met.
Fail	All learning outcomes are not achieved. All assessment criteria are not met.
No Marks	Plagiarism

## UNIT SPECIFICATIONS

### Unit Title

BUSINESS AND MANAGEMENT SKILLS

### Level

2

### Guided Learning Hours

20

### Learning Time Hours

100

### Credit Value

10

### Unit aim

The aim of this module is to introduce learners to the basics of business environment skills. Learners will be able to learn effective team working, to understand the business environment and finance and benefits of using IT system within the organisation.

## Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the effectiveness of team working within the organisation.	1.1. Identify skills needed for effective team working. 1.2. Identify the needs and importance of appropriate working relationship. 1.3. Identify strengths and weakness of team working. 1.4. Describe types of importance team share within the organisation. 1.5. Describe how to deal with sensitive information. 1.6. Describe how to develop an effective team working within the organisation.
2. Understand own performance within the business environment.	2.1. Explain the benefits of improving your own performance within the organisation. 2.2. Identify your strengths and weakness to develop your career goals. 2.3. Identify how to importance your performance. 2.4. Plan your learning for personal and professional development. 2.5. Follow your plan and review your performance.
3. Identify the importance of managing finances.	3.1. Discuss the term 'financial management'. 3.2. Describe the importance of financial planning. 3.3. Discuss the importance of cash flow statements. 3.4. Explain different types of financial statements. 3.5. Calculate price, quantity, and breakeven sales;
4. Analyse business environment to construct a business plan.	4.1. Identify business environment for the organisation. 4.2. Identify the opportunity for new business. 4.3. Identify strengths and weakness of new business. 4.4. Identify how to deal with opportunity and thread for new business. 4.5. Develop a business plan for new business.

### Indicative Readings:

- Lehman, C. M. (2016). Business communications. Place of publication not identified: Cengage Learning.
- Hawkins, P. (2014). Leadership team coaching: Developing collective transformational leadership.
- McKeever, M. P. (2015). How to write a business plan.

## UNIT SPECIFICATIONS

### Unit Title

CUSTOMER SERVICE MANAGEMENT

### Level

2

### Guided Learning Hours

20

### Learning Time Hours

100

### Credit Value

10

### Unit aim

The aim of this module is to introduce learners to understand basic principles of managing customer services delivered by their organisation.

## Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the principles of good customer service.	1.1. Explain why customer care is important. 1.2. Explain component of good customer services. 1.3. Describe the benefits of providing good customer services.

	1.4. Describe the consequence of bad customer services.
2. Provide good customer care.	2.1. Deal ethically while dealing with customers. 2.2. Deal positively with customer problems. 2.3. Deal positively with customer feedback, comments and enquiry.
3. Understand organisation policies to deal with customer requirements.	3.1. Identify organisation policies to deal with customer problems. 3.2. Evaluate organisation policies with good customer care standards. 3.3. Identify the possible consequences of not complying with organisation customer care charter.

#### Indicative Readings:

- Lucas, R. W. (2015). Customer service: Skills for success. New York, NY: McGraw-Hill Education.
- Customer Service Institute of Australia. (1999). International customer service standard. Australia: Customer Service Institute of Australia.

## UNIT SPECIFICATIONS

### Unit Title

COMMUNICATION SKILLS

### Level

2

### Guided Learning Hours

20

### Learning Time Hours

100

### Credit Value

10

### Unit aim

The aim of this module is to introduce learners' with skills and understanding to communicate with a workforce and customers.

### Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand different ways of communication.	1.1. Describe the methods of verbal and non-verbal communications. 1.2. Explain the importance and benefits of positive communication within the organisation and with customers.
2. Understand methods to communicate information within the organisation's workforce.	2.1. Describe communication methods within the organisation. 2.2. Explain different types of information used within the organisation. 2.3. Explain how to deal with information with appropriate communication method.
3. Know the possible negative impact of poor communication	3.1. Describe the possible negative impact of poor communication with customers. 3.2. Describe the possible negative impact of poor communication with organisation workforce.

#### Indicative Readings:

- Daniels, D., Hunter, A., McGhie, V., Horn, J. M., Van, J. M., & Van, V. T. (2014). Business communication.
- Bovée, C. L., & Thill, J. V. (2014). Business communication essentials. Boston [u.a.: Pearson.
- Stanwick, P. A., & Stanwick, S. D. (2014). Understanding business ethics.

## UNIT SPECIFICATIONS

### Unit Title

MARKETING AND SALES

### Level

2

**Guided Learning Hours**

20

**Learning Time Hours**

100

**Credit Value**

10

**Unit aim**

The aim of this module is to introduce learners' with the skills and understanding of marketing and sales for business in new or existing business.

**Learning outcomes and assessment criteria**

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

<b>Learning Outcome</b>	<b>Assessment Criteria</b>
1. Understand the needs and wants of the customer in new business.	1.1. Identify how to identify customer needs' and 'wants'. 1.2. Identify how to meet customer needs and wants. 1.3. Set targets and meet customer needs. 1.4. Identify how to improve products or services for business.
2. Understand how to market products or services in business.	2.1. Define the term marketing mix. 2.2. Define the term target market. 2.3. Use marketing mix to target market.
3. Know how to sell products and services.	3.1. Identify different ways of selling products or services. 3.2. Identify suitable method to sell a product or service. 3.3. Identify how to manage costs to sell a product or service. 3.4. Set a sales target for a product or service. 3.5. Describe how to reach your set sales target.

**Indicative Readings:**

- Kotler, P., Armstrong, G. M., & Harris, L. C. (2017). Principles of marketing. New York: Pearson.
- Cravens, D. W., Le, M.-F. H. K., & Piercy, N. (2012). The Oxford handbook of strategic sales and sales management. Oxford: Oxford University Press.

Version:173a