



SEVERN
BUSINESS
COLLEGE

CPD Level 3 Diploma in Business

Course Handbook

Qualification

Level 3 Diploma in Business

Level

3

Guided Learning Hours

120

Total Qualification Time Hours

1200

Credit Value

120

Aim of the Course

Level 3 Diploma in Business is an applied general qualification which allows candidates to demonstrate knowledge of academic skills for business, communication skills for business, introduction to the business environment and introduction to marketing. Successful students can progress onto the Level 4 Diploma, as well as opening up opportunities to access a range of higher education courses or employment.

Assessment

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

Course Structure

Level 3 Diploma in Business			
Unit number	Units	Unit level	Unit credit
1	Academic Skills for Business	3	30
2	Communication Skills for Business	3	30
3	Introduction to Business	3	30
4	Introduction to Marketing	3	30

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

Academic Skills for Business

Level

3

Guided Learning Hours

30

Learning Time Hours

300

Credit Value

30

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. Be able to take efficient and effective notes from various sources	1.1 Explain active listening skills and reading strategies in note taking 1.2 Explain how to interpret and summarise information accurately
2. Be able to plan and compile research	2.1 Describe a plan for research on a chosen topic in business

work to an acceptable academic standard	2.2 Explain how to create draft research work using appropriate referencing methods 2.3 Explain how to create academic work to a professional standard using the created draft
3. Be able to reflect on their personal and academic skills development	3.1 Explain one's own academic progress, including development of academic skills and academic English language skills 3.2 Create personal action plans for further development

UNIT SPECIFICATIONS

Unit Title

Communication Skills for Business

Level

3

Guided Learning Hours

30

Learning Time Hours

300

Credit Value

30

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 significance of effective communication in the business environment and the mechanisms involved therein	1.1 Describe communication models and systems used in businesses 1.2 Describe methods used and the benefits of both informal and formal communication systems 1.3 Explain principles of effective communication 1.4 Explain how technology is used for different types of communication 1.5 Explain barriers to effective communication
2. Be able to present information effectively in a variety of situations	2.1 Explain different styles and methods of oral communication for different audiences 2.2 Explain how to present orally in a formal situation 2.3 Explain how to respond to audience questions in a presentation
3. Be able to communicate information in writing	3.1 Explain how to communicate information using appropriate written business styles and conventions

UNIT SPECIFICATIONS

Unit Title

Introduction to Business

Level

3

Guided Learning Hours

30

Learning Time Hours

300

Credit Value

30

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 major features in the business environment	1.1 Explain various organisational forms of the public and private sector of an economy 1.2 Explain different structures within business organisations 1.3 Describe how local, national and global economic environment may impact on business operations
2. Understand the importance of accounting for business	2.1 Explain how accounting contributes to business performance 2.2 Explain how to interpret accounting information using the financial statements
3. Understand the concept of managing and leading teams	3.1 Explain stages of team development 3.2 Explain members' roles within a business team 3.3 Explain any two major motivation theories 3.4 Explain any two leadership styles
4. Understand the function of the Human Resources department in the business organisation	4.1 Describe the functions carried out by a typical HR department of a business 4.2 Explain major features of employment law which may affect business organisations
5. Understand the importance of customer service to organisational performance	5.1 Explain impact of customer service on business performance 5.2 Explain practice of customer profiling and how it may be advantageous for a business

UNIT SPECIFICATIONS

Unit Title

Introduction to Marketing

Level

3

Guided Learning Hours

30

Learning Time Hours

300

Credit Value

30

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 marketing	1.1 Explain various activities of the marketing function in business organisations 1.2 Describe market segmentation as a method of identifying customer requirements 1.3 Explain the 'marketing mix'
2. Understand market research and market analysis methods	2.1 Explain purpose of market research and market analysis 2.2 Explain market research methods used by business organisations 2.3 Explain market analysis methods used by business organisations
3. Be able to apply market analysis techniques	3.1 Explain market analysis techniques to research the selected market for a particular product 3.2 Explain how to analyse and interpret results of market research 3.3 Explain how to present results in an appropriate manner to a specific audience
4. Understand the approaches to e-marketing usage by business organisations	4.1 Describe methods used by businesses in e-marketing their products 4.2 Explain how companies handle their corporate image via the internet