



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

The Level 3 Diploma in Business is a practical qualification designed for individuals to showcase their understanding of key business concepts. This includes the business environment, effective communication, marketing strategies, financial literacy, human resource management, and the importance of business ethics and corporate social responsibility. Achieving this diploma not only paves the way for advancement to the Level 4 Diploma but also unlocks numerous pathways to higher education and career opportunities.

## 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	Business Environment	3	20
2	Business Communication	3	20
3	Marketing Principles	3	20
4	Financial Awareness	3	20
5	Human Resource Management	3	20
6	Business Ethics and Corporate Social Responsibility	3	20

## 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 Environment

### Level

3

### Guided Learning Hours

20

### Learning Time Hours

200

### Credit Value

20

### 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
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1. Understand the structure and characteristics of different business sectors	1.1 Describe the key characteristics and functions of various business sectors. 1.2 Evaluate the impact of sector-specific regulations on business operations.
2. Analyze the impact of external factors on business operations	2.1 Conduct a PESTLE analysis for a selected business. 2.2 Assess the influence of technological advancements on business strategies.
3. Evaluate the role of stakeholders in business activities.	3.1 Identify key stakeholders in a business and their interests. 3.2 Analyze the influence of stakeholders on business decisions.
4. Develop awareness of the global business environment.	4.1 Describe key features of the global business environment. 4.2 Evaluate the challenges and opportunities of operating in a global market.

## UNIT SPECIFICATIONS

### Unit Title

Business Communication

### Level

3

### Guided Learning Hours

20

### Learning Time Hours

200

### Credit Value

20

### 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 effective business communication.	1.1 Describe the key principles of effective communication. 1.2 Evaluate the effectiveness of verbal and non-verbal communication.
2. Develop skills in various forms of communication, including digital.	2.1 Create a professional email and business letter. 2.2 Develop a digital presentation using appropriate tools.
3. Analyze the role of communication in achieving business objectives.	3.1 Identify communication strategies that support business goals. 3.2 Evaluate the effectiveness of communication in change management.
4. Evaluate communication barriers and propose solutions.	4.1 Identify common barriers to effective communication. 4.2 Propose solutions to overcome communication barriers.

## UNIT SPECIFICATIONS

### Unit Title

Marketing Principles

### Level

3

### Guided Learning Hours

20

### Learning Time Hours

200

### Credit Value

20

### 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
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1. Understand the core concepts of marketing and the marketing mix	1.1 Describe the elements of the marketing mix (4Ps). 1.2 Evaluate the importance of branding in marketing strategies.
2. Analyze consumer behavior and market segmentation.	2.1 Identify factors influencing consumer behavior. 2.2 Evaluate the effectiveness of market segmentation strategies
3. Develop marketing strategies to meet business objectives.	3.1 Create a marketing strategy for a new product or service. 3.2 Evaluate the alignment of marketing strategies with business goals.
4. Evaluate the effectiveness of marketing campaigns.	4.1 Identify key performance indicators for marketing campaigns. 4.2 Analyze the success of a recent marketing campaign.

## UNIT SPECIFICATIONS

### Unit Title

Financial Awareness

### Level

3

### Guided Learning Hours

20

### Learning Time Hours

200

### Credit Value

20

### 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 basic financial concepts and terminology.	1.1 Define key financial terms and concepts. 1.2 Analyze the components of financial statements.
2. Develop skills in interpreting financial statements.	2.1 Analyze the income statement of a business. 2.2 Evaluate the financial position using the balance sheet.
3. Analyze the financial performance of a business.	3.1 Conduct a financial performance analysis using financial ratios. 3.2 Evaluate the profitability and liquidity of a business.
4. Evaluate budgeting and forecasting techniques.	4.1 Describe the budgeting process and its importance. 4.2 Evaluate the effectiveness of different forecasting methods.

## UNIT SPECIFICATIONS

### Unit Title

Human Resource Management

### Level

3

### Guided Learning Hours

20

### Learning Time Hours

200

### Credit Value

20

### 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 role of human	1.1 Describe key functions of human resource management.

resource management in businesses.	1.2 Evaluate the role of HRM in employee engagement and retention.
2. Develop skills in recruitment, selection, and employee development.	2.1 Create a recruitment and selection plan for a hypothetical company. 2.2 Develop a training and development program for employees.
3. Analyze the impact of HR policies on organizational performance.	3.1 Identify key HR policies and their objectives. 3.2 Evaluate the impact of HR policies on employee satisfaction.
4. Evaluate the effectiveness of performance management systems.	4.1 Describe the components of a performance management system. 4.2 Evaluate the effectiveness of performance appraisal methods.

## UNIT SPECIFICATIONS

### Unit Title

Business Ethics and Corporate Social Responsibility

### Level

3

### Guided Learning Hours

20

### Learning Time Hours

200

### Credit Value

20

### 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 ethical issues in business and their implications.	1.1 Describe common ethical issues in business. 1.2 Evaluate the role of ethics in business decision-making.
2. Analyze the role of corporate social responsibility (CSR) in business.	2.1 Define corporate social responsibility and its objectives. 2.2 Evaluate the impact of CSR on stakeholder relationships.
3. Develop skills in ethical decision-making and corporate governance	3.1 Identify key principles of ethical decision-making. 3.2 Evaluate the effectiveness of governance structures in promoting ethics.
4. Evaluate the impact of CSR initiatives on business reputation.	4.1 Identify successful CSR initiatives and their outcomes. 4.2 Analyze the impact of CSR on brand image and reputation.