



SEVERN
BUSINESS
COLLEGE

Qualifi Level 3 Integrated Diploma in
Business and Management

Course Handbook

Qualification

Qualifi Level 3 Integrated Diploma in Business and Management

Ofqual Number

603/4730/2

Level

3

Total Qualification Time

1200

Credit Value

120

Aim of the Course

The Level 3 Integrated Diploma in Business and Management is aimed at those that have management responsibilities but no formal training. It is particularly suited to practicing team leaders seeking to move to the next level of management. It will also provide an entry level qualification for those who have studied Business related subjects at Level 3 and who wish to gain skills and competencies for employment in a management setting.

The Level 3 Integrated Diploma in Business and Management is designed to provide aspiring and existing junior managers with a broader knowledge of effective management skills, while focusing on key management areas specific to the workplace. In addition, industry has recognised that leadership and management training is essential for business growth, particularly in high-tech, high paced business environment that need to respond to a rapidly changing environment. To achieve this the essential attributes of being able to communicate, inspire and lead are often lacking, which are seen crucial to achieving organisational success.

Assessment

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

Course Structure

Qualifi Level 3 Integrated Diploma in Business and Management			
Unit number	Units	Unit level	Unit credit
BM 301	An Introduction to the Business Environment	3	10
BM 302	Business Resources	3	10
BM 303	An Introduction to Marketing	3	10
BM 304	Human Resource Management	3	10
BM 305	Business Communication	3	10
BM 306	Understanding Health and Safety in the Business Workplace	3	10
IM 301	Managing Business Operations	3	10
IM 302	An Introduction to Finance	3	10
IM 304	An Introduction to Leadership Skills	3	10
IM 305	Organisational Culture	3	10
IM 306	Workplace Welfare	3	10
BIE 303	Thinking Entrepreneurially	3	10

Assessment Grades

Marks Ranges %	Assessment Criteria
Fail (0-39)	Insufficient information about each assessment criteria
Pass (40-59)	Describe main ideas with evidence on each assessment criteria
Merit (60-69)	Evaluation of ideas with evidence on each assessment criteria
Distinction (70-100)	Critical evaluation of ideas with evidence on each assessment criteria
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title

An Introduction to the Business Environment

Level

Credit Value

10

Unit aim

This Unit will explain different types of businesses and their ownership exist in an economy. Learners will understand role of owner and stakeholders to fulfil purpose of business. The unit will help learners to understand how businesses are organised to achieve their targets. This unit will also help to understand the way in which the economic, political, legal and social environment can impact on businesses giving the learner an understanding of the range of businesses.

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: Know different types of Businesses and their ownership and the different types of stakeholders.	1.1 : Describe two different types of business, and their ownership. 1.2 : Describe different types of stakeholders whose presence affect the purpose of two organisations.
2: Understand how businesses are organised.	2.1: Identify how two different businesses are organised.
3: Understand how Businesses achieve their target purpose.	3.1: Describe different types of business targets. 3.2: Identify how a business can achieve a target.
4: Identify legal, political, and social factors that can affect businesses.	4.1: Describe how political, legal, and social factors affect business.

Supplementary Text and Reading:

- Business Environment - Ian Worthington
- Management and organisational behaviour - Laurie J.Mullins
- The Business Environment: Themes and Issues in a Globalizing World – Paul Wetherly and Dorrn Otter

UNIT SPECIFICATIONS**Unit Title**

Business Resources

Level

3

Credit Value

10

Unit aim

The unit will explain how a range of resources including human, physical, technological and financial resources are used and managed within the business. This unit will help the learner to have an understanding of how human resources are managed and of the employability and personal skills required of personnel in an organisation. Learners will gain an understanding of the purpose of managing resources effectively, not only in relation to human resources, but also in terms of physical and technological resources. Learners will also gain an understanding of how an organisation can gain access to sources of finance, both internally and externally and be able to interpret financial statements. There are clear links between this unit and many of the other units; it serves as a useful introduction to areas that may be covered in depth in further units.

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: Know how human resources are managed.	1.1 : Describe how organisations select their employees and what document are required. 1.2 Describe the importance of employability and personal and communication skills when choosing employees in an organisation.
2: Understand the purpose of	2.1: Describe importance of physical and technological resources required in

managing physical and technological resources	selecting employees into an organisation.
3: Identify ways to access different sources of finance	3.1: Describe importance of internal and external finances available for a selected company.
4: Understand financial statements.	4.1 Describe importance of content of financial statements in a selected organisation.

Supplementary Text and Reading:

- Business the Ultimate Resources - Daniel Goleman
- Management and Organisational Behaviour - Laurie J.Mullins
- Introduction to Management – Colin Combe

UNIT SPECIFICATIONS

Unit Title

An Introduction to Marketing

Level

3

Credit Value

10

Unit aim

Marketing is a key business function covering a wide range of activities and employing many people. This unit will develop the knowledge necessary to understand key concepts of the marketing mix, marketing planning and marketing research. As an introduction to marketing, the unit will allow learners who study other, specialist marketing units to keep in mind the strategic purpose of the marketing function and how it contributes to business success.

Learners will gain a basic understanding of the role of the marketing function, with particular emphasis on the role of marketing research and how it contributes to marketing planning and the development of a marketing mix for a target group of customers. Learners will have the opportunity to develop, analyse and evaluate key marketing techniques in order to obtain a better understanding of them.

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: Know the importance of marketing in an organisation.	1.1: Describe and compare how two organisations use different types of marketing technique to achieve their target 1.2: Describe the limitations of marketing.
2: Understand marketing research and planning.	2.1: Identify how a selected organisation use marketing research to develop a marketing plan.
3: Understand how and why customer groups are targeted.	3.1: Describe how and why selected organisation targets their group of customers.
4: Be able to develop a coherent marketing mix.	4.1 Describe how a selected organisation develops a coherent marketing mix for a new product.

Supplementary Text and Reading:

- Introduction to Marketing - Adrian Palmer, Oxford University Press
- Marketing : An Introduction, Gary Armstrong, Philip Kotler, et al, Pearson
- Basics of Marketing Management (Theory and Practice), Rudani R B, S Chand and Company

UNIT SPECIFICATIONS

Unit Title

Human Resource Management

Level

3

Credit Value

15

Unit aim

This unit will describe as the most valuable resource of any organisation, its human capital. All resources, especially the most valuable, need to be managed in order to obtain the greatest value from them. The unit provides an overview of some of the key areas that fall within the remit of the human resources function.

By the end of this unit learners will gain an understanding of the factors that are taken into account by organisations when planning their human resource management. They will also learn how organisations gain employee motivation and employee commitment.

Finally, learners will know about how employee performance is measured and managed as well as the benefits of doing so. This knowledge will help learners to understand the working environment and the nature of Human Resource Management when they are seeking or engaged in employment.

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: Know the internal and external factors involved in human resources planning in organisation.	1.1 : Describe how an organisation considers the internal and external factors when planning requirement of human resources. 1.2 : Describe how an organisation identifies skills for employee to carry out a job function.
2: Understand know how an organisation motivates its employees.	2.1: Identify different ways how an organisation can motivate employees.
3: Know how organisations manage and measure employee performance.	3.1 Describe how an organisation can manage and measure employee performance.
4: Understand how organisations cooperate with their employees.	4.1: Describe how organisations gain cooperation from their employees.

Supplementary Text and Reading:

- Human Resource Management in a Business Context - Jon Kew
- Human Resource Management - Derek Torrington
- An Introduction to Human Resources Management - Nick Wilton, SAGE

UNIT SPECIFICATIONS

Unit Title

Business Communication

Level

3

Credit Value

15

Unit aim

Effective communication is a key area in terms of its contribution to business success. When studying this unit, learners will gain a thorough understanding of the types of business information used both internally and externally by organizations and the methods used to communicate information to different audiences.

In this unit, learners will have the opportunity to develop, analyse and evaluate a range of methods used to communicate different types of business information and will understand the purpose of such communication. They will also produce and evaluate different types of business communication of their own.

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 types of	1.1: Describe how organisations use different types of business information to fulfil

business information.	their purpose.
2: Know how to present business information effectively.	2.1: Describe different types of cooperate communication.
3: Understand the limitations in relation to the use of business information in an organisation.	3.1: Describe legal and ethical issues in relation to the use of business information in an organisation.
4: Know how to communicate business information using appropriate methods.	4.1 Describe how organisations use electronic and nonelectronic methods to communicate business information internally and externally.

Supplementary Text and Reading:

- Business communication - JP Parikh
- Communicating at Work: Strategies for Success in Business and the Professions 11th Edition - Ronald Adler (Author), Jeanne Marquardt Elmhurst (Author), Kristen Lucas (Author)
- The Communication Book: How to Say it, Mean it, and Make it Matter - Emma Ledde

UNIT SPECIFICATIONS

Unit Title

Understanding Health and Safety in the Business Workplace

Level

3

Credit Value

10

Unit aim

This unit will help to prepare learners for the world of work, where health and safety is a vital part of the modern workplace whatever sector is chosen. There trends to be level of myth surrounding Health and safety requirements.

This unit will help to dispel these and to promote good health and safety practise as a means to a productive working environment. Learner will understand about health and safety legislation, regulations and requirements that form the basis of all workplace in UK.

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 how health and safety legislation and regulations affect a business working environment.	1.1: Describe the legal requirements and regulations for ensuring the health, safety and security of those employed in business.
2: Know the requirements for healthy, safe productive working conditions	2.1: Describe the requirements for a healthy and safe workplace, as applied to the physical environment and equipment used in a selected business.
3: Understand the role and responsibilities of key personnel	3.1: Describe the roles and responsibilities for health and safety of key personnel in selected workplace.
4: Be able to assess and manage risk.	4.1 Plan a risk assessment for a selected administrative work environment.

Supplementary Text and Reading:

- Introduction to Health and Safety at Work 4th Edition – Phil Hugh (Author), Ed Ferrett (Author)
- Management: An Introduction – David Boddy (Seventh edition), Pearson
- Health and Safety at Work: An Essential Guide for Managers – Jeremy Stranks, Kogan Page

UNIT SPECIFICATIONS

Unit Title

Managing Business Operations

Level

3

Credit Value

10

Unit aim

The aim of this unit is to introduce learners to key aspects of all businesses and how they operate within the wider business environment, as well as internally. Operational control and the provision of best practice and sound policy will be shown to facilitate organisational excellence.

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 functions and structures of businesses	1.1 Identify the key functions of businesses and how these lead to business success 1.2 Compare common organisational structures and how they impact on business operation
2. Understand the importance of operational control	2.1 Explain why an organisation needs effective operational control 2.2 Describe the systems organisations use to achieve operational control
3. Understand how organisations work towards best practice	3.1 Explain the terms excellence and quality and the impact of these concepts on organisations 3.2 Describe tools and techniques that are used by organisations to ensure the quality of their products and services

Supplementary Text and Reading:

- Bozarth, C. & Handfield, R. (2016) *Introduction to Operations and Supply Chain Management*. 4th ed. Pearson
- Heizer, J., Render, B. & Munson, C. (2017) *Principles of Operations Management* (2017) 10th ed. Pearson Educational
- Slack, N. & Lewis, M. (2017) *Operations Strategy*. 5th ed. Pearson
- Worthington, I. & Britton, C. (2015) *The Business Environment*. 7th ed. Pearson

UNIT SPECIFICATIONS

Unit Title

An Introduction to Finance

Level

3

Credit Value

10

Unit aim

This unit introduces learners to practical accounting and financial reporting techniques used by managers in business organisations.

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 requirements for financial recording and reporting	1.1 Explain the purpose and value of systematic financial recording 1.2 Analyse techniques used for recording financial information 1.3 Analyse legal requirements for financial reporting
2. Understand accounting techniques	2.1 Explain the difference between management and financial accounting 2.2 Explain the budgetary control process
3. Understand the preparation and format of financial statements	3.1 Describe financial statements used in accounting 3.2 Compare the format of financial statements 3.3 Analyse the content of each type of statement
4. Know how to interpret financial information	4.1 Explain the need to interpret the information contained within each statement 4.2 Evaluate financial information using appropriate ratio analysis

Supplementary Text and Reading:

- Atrill, P. & McLaney, E. (2016) *Accounting and Finance: an introduction*. 8th ed. Pearson Educational
- Bamber, M. & Parry, S. (2014) *Accounting and Finance for managers*. Kogan Page
- Dyson, J. R. (2007) *Accounting for Non-Accounting Students*. 7th ed. FT Prentice Hall

UNIT SPECIFICATIONS**Unit Title**

An Introduction to Leadership Skills

Level

3

Credit Value

15

Unit aim

The aim of this unit is to provide the learner with an introduction to leadership skills, and how they can be identified and developed, and to show the importance of providing motivation for others.

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 leadership role and leadership functions	1.1 Discuss the key roles and functions of leaders 1.2 Evaluate key leadership theories 1.3 Analyse the concept of situational leadership
2. Understand effective leadership skills	2.1 Describe the attributes and personal qualities common to effective leaders 2.2 Identify different leadership behaviours 2.3 Evaluate the effectiveness of style of famous leaders
3. Understand how successful leaders bring about effective change	3.1 Describe the importance of change management 3.2 Analyse the stages of change management 3.3 Explain the need for focus on people and task elements of change initiatives

Supplementary Text and Reading:

- Roe, K. (2014) *Leadership: practice and perspectives*. Oxford University Press
- Iszatt-White, M. & Saunders, C. (2017) *Leadership*. 2nd ed. Oxford University Press
- Northouse, P. (2018) *Leadership: theory and practice*. 8th ed. Sage

UNIT SPECIFICATIONS**Unit Title**

Organisational Culture

Level

3

Credit Value

15

Unit aim

To understand aspects of an organisation's culture and their effects on its activities and its management, as well as the significance of an ethical business approach.

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 what is meant by organisational culture	1.1 Analyse different theories of organisational culture 1.2 Assess different types of organisational cultures 1.3 Examine how culture is manifested within an organisation
2. Be able to identify the influence of culture on business performance	2.1 Identify the cultural values in operation in an organisation 2.2 Evaluate the influence of cultural values on leadership styles and business structures in an organisation 2.3 Evaluate the influence of cultural values on productivity in an organisation
3. Understand the impact of organisational culture	3.1 Explain the effect of organisational culture on business, providing examples from different organisations 3.2 Explain how the management style would vary in a power, role, task and person culture 3.3 Assess which type of organisational culture you would prefer to work in 3.4 Describe the benefits to organisations of behaving ethically

Supplementary Text and Reading:

- Mullins, L. (2016) *Management and Organisational Behaviour*. 11th ed. Pearson
- Hamilton, L., Mitchell, L. & Mangan, A. (2014) *Contemporary Issues in Management*. Edward Elgar
- Browaeyes, M. & Price, R. (2015) *Understanding Cross-Cultural Management*. 3rd ed. Pearson

UNIT SPECIFICATIONS

Unit Title

Workplace Welfare

Level

3

Credit Value

15

Unit aim

To understand that workforce welfare ensures that everybody employed within the organisation is valued and that there are benefits to be gained from being part of 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 concept of workplace welfare	1.1 Explain the term workplace welfare 1.2 Identify the costs and benefits of workplace welfare
2. Understand responsibilities of health and safety	2.1 Describe employers' and employees' health & safety responsibilities 2.2 Explain each step of the 5-Step Health & Safety Management Procedure
3. Understand the steps taken by organisations to ensure workplace welfare	3.1 Identify a safety culture 3.2 Describe a staff training needs analysis
4. Know how to reduce work-related stress	4.1 Explain how organisations can reduce the occurrence of work-related stress 4.2 Describe benefits for the organisation and its employees

Supplementary Text and Reading:

- Armstrong, M. (2016) *Armstrong's Handbook of Management and Leadership for HR*. 4th ed. Kogan Page
- Wilson, F. (2018) *Organizational Behaviour and Work: a critical introduction*. 5th ed. Oxford University Press
- Leatherbarrow, C. & Fletcher, J. (2019) *Introduction to Human Resource Management: a guide to HR in practice*. 4th ed. Kogan Page

UNIT SPECIFICATIONS

Unit Title

Thinking Entrepreneurially

Level

3

Credit Value

15

Unit aim

The aim of this unit is to introduce the learner to an evaluation of themselves in an entrepreneurial context by using several techniques including SWOT.

Learners will be introduced to critically thinking skills and put into context against a business plan.

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 understand self-analysis in the context of entrepreneurial career.	1.1. Define the terms Entrepreneur, Entrepreneurship, opportunity assessment and creativity. 1.2. Examine different types of Entrepreneurs and their success stories. 1.3. Conduct your self-analysis for entrepreneurial abilities. 1.4. Identify your strengths and weaknesses using a SWOT analysis.
2. Be able to develop critical thinking skills for innovative business ideas.	2.1. Define the term critical thinking, and innovation. 2.2. Create a mind map of creative thinking skills and attributes required by entrepreneurs. 2.3. Identify potential barriers to entrepreneurship. 2.4. Conduct market research to analyse your potential business idea.
3. Be able to evaluate entrepreneurial business idea.	3.1. Justify your business idea to an innovative using logical argument. 3.2. Explain the reasoning behind the business idea. 3.3. Explain the importance of knowledge in IT, finance and accounting and marketing and sales for evaluation purposes.

Supplementary Text and Reading:

- Drummond, H. (2009). *How to be a Successful Entrepreneur [electronic resource] : Spot the Opportunity, Take a Risk and Build a Brilliant Business*. London: Kogan Page.
- Prosek Jennifer. (2011). 3. Thinking Entrepreneurially - Even if You're a Big Company. In *Army of Entrepreneurs - Create an Engaged and Empowered Workforce for Exceptional Business Growth* (pp. 1-2). AMACOM – Book Division of American Management Association.
- Birch, R. (2012). Thinking Like an Entrepreneur. *Credit Union Journal*, 16(39), 14.
- Anonymous. (2004). Entrepreneur shows the way to creative thinking. *Motor Transport*, 19.
- Moore, B., & Parker, Richard. (2009). *Critical thinking* (9th ed., International ed.). Boston, [Mass.] ; London: McGraw-Hill Higher Education
- Paul, R., & Elder, Linda. (2014). *Critical thinking : Concepts & tools* (Seventh ed., Thinker's guide library).
- Friend, G., & Zehle, Stefan. (2004). *Guide to business planning*. London: Economist Books. *Journal of New Business Ideas & Trends*. (n.d.).
- Bragg, A., & Bragg, Mary. (2005). *Developing new business ideas : A step-by-step guide to creating new Business ideas worth backing*. Harlow: Financial Times Prentice Hall.
- *How to Be a Successful Entrepreneur : Spot the Opportunity, Take a Risk and Build a Brilliant Business*. (n.d.). Kogan Page.

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