Level 4 Diploma in Business Management - 60 Credits

Unit Title	Level	Credits	GLH
Units (Mandatory Units)			
Business Environment	4	15	60
Communication Skills	4	15	60
Optional Unit (Learner Must chooser further tow unit is from below to achieve this qualification)			
Planning a New Business Venture	4	15	60
Planning a Work Based Team Project	4	15	60
Customer Relationship Management	4	15	60
Finance for Managers	4	15	60
People in Organisations	4	15	60
Applying Promotional techniques	4	15	60
Resource Management	4	15	60
Administrative Services	4	15	60
Corporate Social Responsibility	4	15	60

Unit Format

Each unit in suite of level 4 courses is presented in a standard format. This format provides guidance on the requirements of the unit for learners, tutors, assessors and external verifiers.

Each unit has the following sections:

Unit Title

The unit title reflects the content of the unit. The title of each unit completed will appear on a learner's statement of results.

Unit Aims

The unit aims section summaries the content of the unit. All units and courses have a level assigned to them which represents the level of achievement. The level of each unit is informed by the level descriptors.

Credit Value

The credit value is the number of credits that may be awarded to a learner for the successful achievement of the learning outcomes of a unit.

Guided Learning Hours (GLH)

Guided learning hours are an indicative guide to the amount of input that a tutor will provide to a learner, to enable them to complete the unit. This includes lectures, tutorials and workshops and time spent by staff assessing learners' achievement when they are present.

Learning Outcomes

The learning outcomes set out what a learner is expected to know, understand or be able to do as the result of the learning process.

Assessment Criteria

The assessment criteria describe the requirements a learner is expected to meet in order to demonstrate that the learning outcome has been achieved. Command verbs reflect the level of the course.

Planning a New Business Venture

Unit Title	Planning a New Business Venture
Guided Learning Hours:	60
Levels:	4
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

The aim of the unit is to develop business planning skills. These skills can be applied to either a small micro enterprise or a new venture within an existing company.

Learning Outcomes The learner will:	Assessment Criteria
1. Understand the different types of business organisations	1.1 Analyse the potential benefits, limitations and risks associated with different types of business organisation 1.2 Analyse sources of finance for different types of business organisations 1.3 Evaluate the legal considerations relevant to planning a business venture.
2. Understand factors that determine market potential	2.1 Analyse market conditions that impact on setting up a new business venture 2.2 Analyse gaps in the market for potential products 2.3 Analyse target markets for a business venture
3. Be able to develop a business case	3.1 Develop the mission, vision, aims and objectives of the business 3.2 Interpret external factors to justify need for your business product 3.3 Specify the business product to meet needs 3.4 Propose business structures and systems that will deliver business aims and objectives 3.5 Produce business planning forecast based on targets 3.6 Identify business responses of target not met
4. Be able to pitch a business proposal	4.1 Pitch for funding for a business proposal

Planning a Work Based Team Project

Unit Title: Planning a Work Based Team Project
Guided Learning Hours: 60
Level: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

To develop project management skills in the workplace

Learning Outcome The learner can:	Assessment Criteria
1. Be able to develop a proposal for a work based team	**1.1** Identify the aims and objectives of the project **1.2** Propose roles and responsibilities **1.3** Identify constraints on the project **1.4** Propose ways of monitoring and evaluating the project.
2. Be able to plan the work based team project	**2.1** Plan the physical, Financial and human resources needed for the project **2.2** Carry out a risk assessment for the project **2.3** Produce interim and completion timescales
3. Be able to implement the plan for a work based	**3.1** Carry out the plan according to assigned role and responsibility **3.2** Log activities carried out during the project **3.3** Log Problems and solutions encountered during the project.
4. Be able to implement the plan for a work based team project	**4.1** Analyse data from the project **4.2** Apply finding from the project **4.3** Use a range of communication skills to present skills.
5. Be able to evaluate the project against the stated objectives	**5.1** Evaluate their own performance **5.2** Evaluate the team's performance **5.3** Make recommendations for improvement for future projects

Customer Relationship Management

Unit Title: Customer Relationship Management

Guided Learning Hours: 60

Levels: 4

Number of Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

To develop an understanding of the scope and importance of CRM and to explore how effective CRM is achieved.

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the importance of customer relationship management to business	1.1 Analyze approaches to healthcare policy formation in international contexts. 1.2 Analyze Critically assess the influence of funding on policy formation in a national context 1.3 Critically evaluate healthcare policy in one national context.
2. Understand how good customer relationship management is achieved	2.1 Explain the processes necessary for achieving effective customer relationship 2.2 Explain the role of internal staff in achieving effective customer relations 2.3 Assess the role of external stakeholder's in achieving effective customer relations
3. Understand the use of loyalty schemes in customer relationship management	3.1 Analyse the use of loyalty schemes to gain information about customers 3.2 Explain how the information gained is used to inform marketing and customer service policy
4. Be able to plan improvements to customer relationship management	4.1 Review customer relationship management in an organisation 4.2 Propose improvements to processes for customer relationship management 4.3 Propose improvements to the role of staff in promoting good customer relationships 4.4 Produce a plan for the implementation of improvements

Finance for Managers

Unit Title:	Finance for Managers
Guided Learning Hours:	60
Levels:	4
Number of Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

To introduce learners to practical accounting and financial techniques that are useful to managers in business organisations.

Learning Outcome The learner can:	Assessment Criteria
1 Understand the requirements and techniques for financial recording and reporting	**1.1** Explain the purpose and requirement for keeping financial records. **1.2** Analyse techniques for recording financial information in a business organisation **1.3** Analyse the legal and organisational requirements financial reporting **1.4** Evaluate the usefulness of financial statements to stakeholders
2 Understand how working capital can be effectively managed	**2.1** Analyse components of working capital **2.2** Explain how business organisations can effectively manage working capital
3 Understand how working capital can be effectively managed	**3.1** Explain the difference between management and financial accounting **3.2** Explain the budgetary control process **3.3** Calculate and interpret variances from budget **3.4** Evaluate the use of different costing methods for pricing purposes
4 Understand how to evaluate business projects	**4.1** Demonstrate the main methods of project appraisal **4.2** Evaluate methods of project appraisal **4.3** Explain how finance might be obtained for a business project

Planning a Work Based Team Project

Unit Title: People in Organisations
Guided Learning Hours: 60
Level: 4
Number of Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

This unit aims to develop knowledge of those aspects of organisations that concern and support people.
This includes communication practices, teamwork, remote working and other organisational structures.

Learning Outcome The learner can:	Assessment Criteria
1 Understand communication practices within organisations	**1.1** Analyse the benefits of effective communication to organisations **1.2** Analyse policies and procedures that are used to enhance communication within organisations **1.3** Outline legislation relevant to communication within organisation **1.4** Evaluate how the organisational structure impacts on the communication methods used
2 Understand the principles of effective teamwork	**2.1** Assess the benefits of team working to individuals and organisation **2.2** Analyse why teams might fail to meet their objectives **2.3** Evaluate the impact of leadership styles on teamwork
3 Understand the issues associated with remote working	**3.1** Explain the implications of the different ways in which people work remotely **3.2** Evaluate common working practices used by those working remotely in different contexts **3.3** Analyse the leadership styles suitable for remote working
4 Understand the structures designed to support people within the workplace	**4.1** Explain how HR departments can provide support to people within the workplace **4.2** Assess policies and procedures designed to support people in the workplace **4.3** Assess practices used to support people in the workplace.
5 Be able to review the impact of workplace practices on people within organisation	**5.1** Assess workplace practices that impact on people within organisations **5.2** Make recommendations to improve staff and managers experience of the workplace

Applying Promotional Techniques

Unit Title: Applying Promotional Techniques

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

To develop understanding of promotion in business and to practice evaluation of existing campaigns and development of new ones

Learning Outcomes The learner can:	Assessment Criteria
1 Understand the role of promotion in achieving business objectives	**1.1** Explain the aims of promotion in business **1.2** Explain how the success of a promotional campaign is measured **1.3** Explain how promotional activities are regulated
2 Understand the range of promotional methods used in business	**2.1** Explain the different promotional methods used by business **2.2** Explore current trends in choice of promotional methods **2.3** Analyse the importance of branding in promotion
3. Be able to evaluate an existing promotional campaign for a specific product or service	**3.1** Review the objectives of the campaign **3.2** Analyse the promotional mix for the product or service **3.3** Evaluate the choice of media in relation to the target market **3.4** Evaluate the integration of the promotional mix with the other components of the marketing mix
4. Be able to plan a promotional campaign for a specific business or product	**4.1** Propose aims and objectives for a promotional campaign **4.2** Justify choice of target market for the promotional campaign **4.3** Devise suitable promotional activities **4.4** Produce a plan for implementation stating how it meets the objectives of the campaign

Resource Management

Unit Title:	Resource Management
Guided Learning Hours:	60
Level:	4
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

The aim of this unit is to provide an overview of the human and physical resources needed in a range
of organisations, including those in the primary

Learning Outcome The learner can:	Assessment Criteria
1. Understand the key features of resource management	**1.1** Analyse the differing resource requirements of organisations in different sectors of the economy **1.2** Outline key requirements relevant to resource management in organisations in different sectors of the economy
2. Understand the importance of the effective use of physical resources	**2.1** Evaluate how the use of physical resources is monitored and managed **2.2** Evaluate the impact of resource wastage **2.3** Assess the costs of high profile technological failures **2.4** Assess the business case for the use of ethical and sustainable resources
3. Understand how to maximise the effectiveness of human resources	**3.1** Assess the need for human resource planning in the workplace **3.2** Using motivational theories, analyse what motivates people **3.3** Evaluate the methods used to monitor and improve employee performance **3.4** Assess the effectiveness of reward systems in different contexts
4. Be able to review the effective use of resources	**4.1** Monitor the use of physical resources against performance measures and procedures **4.2** Analyse data on employee performance **4.3** Report on the effective use of human and physical resources **4.4** Make recommendations to improve efficiency

Administrative Services

Unit Title:	**Administrative Services**
Guided Learning Hours:	60
Levels:	4
Number of Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

To develop an understanding of the range of administrative services that might be offered to managers or departments within organisations and to develop administrative skills

Learning Outcome The learner can:	Assessment Criteria
1. Understand the range and Diversity of administrative services	**1.1** Explain the different administrative services which may be offered **1.2** Analyse the skills required to be effective in administrative services **1.3** Explain the challenges presented when offering administrative support to more than one manager or department **1.4** Explain the legal requirements relevant to administrative services
2. Be able to develop organisational systems	**2.1** Evaluate the different types of filling systems **2.2** Set up and run a filling system **2.3** Set up and use a stock control system **2.4** Use a purchasing system **2.5** Explain the importance of keeping accurate records
3. Be able to support meetings and events	**3.1** Plan meetings and event **3.2** Produce documentation for meetings **3.3** Analyse policies and procedures for setting up meetings and Events **3.4** Recommend improvements to policies and procedures for setting up meeting and events
4. Understand the importance of effective communication in the workplace	**4.1** Evaluate the suitability and effectiveness of different communication systems in the workplace **4.2** Evaluate the suitability and effectiveness of different communication systems in the workplace

Communication Skills

Unit Title:	Communication Skills
Guided Learning Hours:	60
Levels:	6
Number of Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

Aim of this unit is to show how internal and organisation communication works

Learning Outcome	Assessment Criteria
1. Understand how internal communication takes place within organisations	**1.1** Explain the process of communication **1.2** Assess the appropriate use of different modes of communication for different purposes **1.3** Analyse barriers to effective communication within organisation
2. Understand how organisations communicate with customers	**2.1** Evaluate formal communication systems used by organisations to communicate with customers **2.2** Analyse the effectiveness of using social media to communicate with customers **2.3** Assess the images organisations portray through their communications
3. Understand how organisations communicate with customers	**3.1** Assess the impact of personal relationships on effective communication **3.2** Assess the impact of non-verbal communication on oral communications **3.3** Assess the impact of technology on oral and written communication
4. Be able to present oral information effectively	**4.1** Design an oral presentation for a specified audience **4.2** Present complex information orally **4.3** Use technology to support presentation skills **4.4** Assess effectiveness of own communication
5. Be able to communicate effectively in writing	**5.1** Communicate complex information for specific purposes **5.1** Document a meeting **5.1** Use charts and graphs to convey quantitative data Review written Communication

Corporate Social Responsibility

Unit Title:	Corporate Social Responsibility
Guided Learning Hours:	60
Levels:	7
Number of Credits:	25
Unit grading system:	Pass

Unit purpose and aim(s):

To develop the knowledge and skills required to create a culture of continuous improvement and to manage Change for improvement within a healthcare organization.

Learning Outcomes The learner can:	Assessment Criteria
1 Understand current corporate social responsibility issues facing business	**1.1** Define corporate social responsibility (CSR) **1.2** Describe background and changing attitudes to CSR **1.3** Describe the regulatory framework for CSR **1.4** Explain environmental issues in CSR **1.5** Explain economic and political issues in CSR **1.6** Explain social and community issues in CSR
2 Understand the impact of corporate social responsibility policy on different stakeholders	**2.1** Assess the benefits of CSR to employees. **2.2** Analyse the impact of CSR on the supply chain **2.3** Explain how a CSR policy impacts on business performance **2.4** Explain how CSR impacts on marketing strategy **2.5** Assess the potential conflicts which may arise between the needs and expectations of different stakeholders
1. Be able to make recommendations for responsible business practice	**1.1** Review the CSR policy of a specific business **1.2** Assess the extent of voluntarism in CSR policy **1.3** Recommend changes to CSR policy to benefit different stakeholders **1.4** Assess the potential impact of changes in CSR on business performance

Business Environment

Unit Title	Business Environment
Guided Learning Hours:	60
Levels:	4
Credits:	15
Unit grading system:	Pass

Unit purpose and aim(s):

This unit will develop learners understanding of the environment and circumstances in which different business organisations operate.

Learning Outcomes The learner will:	Assessment Criteria
1. Understand the Organisational purposes of Businesses	**1.1.** Identify the purposes of different types of organisation **1.2.** Describe the extent to which an organisation meets the objectives of different stakeholders **1.3.** Explain the responsibilities of an organisation and strategies employed to meet them
2. Understand the nature of the national Environment in which businesses operate	**2.1** Explain how economic systems attempt to allocate resources effectively **2.2** Assess the impact of fiscal and monetary policy on business organisations and their activities **2.3** Evaluate the impact of competition policy and other regulatory mechanisms on the activities of a selected organisation
3. Understand the behavior of organisations in their market environment	**3.1** Explain how market structures determine the pricing and output decisions of businesses **3.2** Illustrate the way in which market forces shape organisational responses using a range of examples **3.3** Judge how the business and cultural environments shape the behavior of a selected organisation
4. Be able to assess the significance of the global factors that shape national business activities	**4.1** Discuss the significance of international trade to UK business organisations. **4.2** Analyse the impact of global factors on UK business organisations **4.3** Evaluate the impact of policies of the European Union on UK business organisations