

## ATHE Level 3 Diploma in Business

### Introduction

The ATHE Level 3 Diploma in Business is a 60-credit qualification. Learners must complete the four mandatory units totalling 60 credits.

Unit Name	Level	Credit
How Business Operate	3	15
Marketing Principles and Techniques	3	15
Academic and Research Skills for Business	3	15
Communication Skills of Business	3	15

### Entry Requirements

- 16 years and above
- 5 or more GCSEs at grades C and above
- Other related level 2 subjects
- Other equivalent international qualifications

Mature learners may present a more varied profile of achievement that is likely to include relevant work experience (paid and/or unpaid) and possibly continuous professional development and/or professional qualifications. This may be used for recognition of prior learning (RPL).

### English Language Requirements

For those whom English is not their first language we recommend the following standards of proficiency in English language skills or an approved equivalent for this qualification:

- IELTS 5.5
- Common European Framework of Reference (CEFR) B2
- Cambridge English Advanced (CAE) 162 or above
- Pearson Test of English (PTE) Academic 42-49

### Delivery Mode

Distance Learning

### Qualification Structure

The Total Qualification Time is 600 Hours

The Total Guided Learning Hours (GLH) is 360 Hours

The Total Credit value is 60

Unit Name	Level	Credit	GLH
How Business Operate	3	15	90
Marketing Principles and Techniques	3	15	90
Academic and Research Skills for Business	3	15	90
Communication Skills of Business	3	15	90

### **Assessment Strategy**

Guidance on Assessment For all ATHE qualifications assessment is completed through the submission of internally assessed student work. To achieve a pass for a unit, a learner must have successfully achieved all the assessment criteria for that unit. There is no external assessment (i.e. exams) attached to any unit; nor is there any dissertation requirement. The assignment for each module will be designed in line with the sample assignment provided by ATHE. The assignments will be submitted to ATHE for approval before delivery of the programme.

The assessor will judge the grade for the work submitted on the basis of whether the Learning Outcome (LO) has been met at the standard, specified for the pass, merit or distinction grade for that LO. In making their judgements assessors will continue to check whether the command verbs stated in the Assessment Criteria (AC) have been delivered. There is no requirement for learners to produce the additional work required for the higher grades and the tutor may advise the learner to work to the pass standard, where this is appropriate. The assessors will record their judgements on the ATHE template, stating what grade the learner has achieved and providing evidence for the judgements. An internal verification process will be used to assess validity of the assessors' judgements. The internal verifier will also use the ATHE IV template and the feedback to the assessor shows whether the assessor has made valid judgements for all the learner work, including any extension activities which have been completed. All learner work will be retained for a minimum of 4 years after certification has taken place.

Some examples of SEG International College's assessment strategies are:

- A research activity resulting in the compilation of a report
- An academic paper or article for publication
- Compilation of a case study
- A critical review and evaluation of a chosen company's policies, procedures and systems
- A set project completed for an employer (also known as an 'employer-engagement' activity)
- Production of a portfolio of evidence relating to a particular unit.

### **Qualification Grading Structure**

Assessment will be completed on the basis of achievement of the Learning Outcome at the standards set by the Assessment Criteria in each unit and the learner can achieve a pass, merit or distinction. The units are equally weighted. As well as receiving a grade for each individual unit, learners will receive an overall grade for the qualification. The calculation of the overall qualification grade is based on the student's performance

in all units and the points gained from all credits required for the Diploma. The learner must have attempted the valid combination of units.

The formula for establishing the overall grade is as follows.

Points for each 15-credit unit achieved are:

- Pass – 40 points
- Merit – 53 points
- Distinction – 66 points

The grade boundaries for the ATHE Level 3 Diploma in Business (RQF) are:

- Pass 160 – 198
- Merit 199 - 239
- Distinction 240+

## Unit Specifications

<b>3.23 How Businesses Operate</b>			
<b>Unit aims</b>	To provide an overview of how businesses operate. Learners will gain knowledge and understanding of key business functions and their importance to business success.		
<b>Unit level</b>	3		
<b>Unit code</b>	M/507/2220		
<b>Credit value</b>	15		
<b>Unit grading structure</b>	Pass/Merit/Distinction		
<b>Assessment guidance</b>	Assignments in accordance with awarding organisation guidance		
<b>Learning outcomes. The learner will:</b>	<b>Assessment criteria. The learner can:</b>		
	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
1. Understand the key features of a business environment	1.1 Describe the different types of organisations found in the public and private sectors in a named country  1.2 Explain the different structures within the businesses in the named country and suggest reasons for the variation  1.3 Describe how the local, national and global economic environment impacts on a particular named business	1 M1 Explain and exemplify how and why business objectives differ between different organisations	1 D1 Analyse the impact of the current national and global environments on businesses in the named country
2. Know the importance of accounting for business	2.1 Explain the importance of accounting for business success.		

<p>3. Be able to apply key principles of accounting and present and interpret data</p>	<p>3.1 Present and interpret key accounting information using profit and loss accounts</p>	<p>3 M1 Analyse business performance using basic ratios</p>	<p>3 D1 Analyse business performance using ratios and accounting information including budgets, profit and loss accounts, cash flow predictions and ratios</p>
<p>4. Understand the principles of managing and leading teams in organisations</p>	<p>4.1 Describe the stages of team development 4.2 Carry out an analysis to determine own and others' roles within a team. 4.3 Assess three motivation theories 4.4 Describe different types of leadership style</p>	<p>4 M1 Explain why it might be appropriate to use different leadership and motivational styles in different situations</p>	<p>4 D1 Evaluate how motivational theories are used in businesses to motivate employees  4 D2 Evaluate the impact of different leadership styles on employees.</p>
<p>5. Know the role of the Human Resources department</p>	<p>5.1 Describe the different functions carried out by the HR department in a business 5.2 Outline key features of employment legislation</p>	<p>5 M1 Explain the benefits of employment legislation to employees and businesses</p>	<p>5 D1 Analyse the impact of employment legislation on businesses in a named country</p>
<p>6. Understand the importance of customer service to organisational success</p>	<p>6.1 Explain the impact of customer service on business success 6.2 Explain the benefits of customer profiling to a business.</p>	<p>6 M1 Analyse the impact of customer service on business success</p>	<p>6 D1 Analyse how customer profiling is used to help deliver targeted customer service</p>

### 3.24 Marketing Principles and Techniques

<b>Unit aims</b>	To develop knowledge and understanding of marketing principles and techniques.		
<b>Unit level</b>	3		
<b>Unit code</b>	K/507/2152		
<b>Credit value</b>	15		
<b>Unit grading structure</b>	Pass/Merit/Distinction		
<b>Assessment guidance</b>	Assignments in accordance with awarding organisation guidance		
<b>Learning outcomes. The learner will:</b>	<b>Assessment criteria. The learner can:</b>		
	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
1. Understand the principles of marketing	1.1 Describe the diverse activities carried out in marketing departments in businesses 1.2 Explain market segmentation as a tool to identify customers 1.3 Explain the marketing mix	1 M1 Explain why different tools are used to market products and services	1 D1 Analyse how the marketing mix is used to support decision making in businesses
2. Understand market research and market analysis methods	2.1 Explain the aims of research and market analysis 2.2 Describe market research methods 2.3 Outline market analysis tools and techniques		2 D2 Evaluate the market research methods used for specific products and/or services
3. Be able to apply market analysis techniques	3.1 Use market analysis techniques to research the target market for a selected product or service 3.2 Interpret findings of market research and market analysis 3.3 Present findings to the marketing team	3 M1 Use market analysis techniques to make informed product or service decisions  3 M2 Use appropriate technology to present findings of market research and analysis	3 D1 Analyse findings of market research to inform marketing objectives  3 D2 Present findings and make recommendations to the marketing team

4. Understand how e – marketing is used	4.1 Describe the methods used to e-market products and services 4.2 Explain how companies manage their online image	4 M1 Assess the benefits of e-marketing compared to traditional marketing techniques	4 D1 Evaluate the measures companies need to take to manage their online image
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<b>3.25 Academic and Research Skills for Business</b>			
<b>Unit aims</b>	To develop academic research skills and the language skills needed to be able to formally present academic research, both in writing and orally.		
<b>Unit level</b>	3		
<b>Unit code</b>	M/507/2153		
<b>Credit value</b>	15		
<b>Unit grading structure</b>	Pass/Merit/Distinction		
<b>Assessment guidance</b>	Assignments in accordance with awarding organisation guidance		
<b>Learning outcomes. The learner will:</b>	<b>Assessment criteria. The learner can:</b>		
	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
1. Be able to assess own academic competence	1.1 Assess own academic strengths and weaknesses including academic English language skills 1.2 Set targets for improvement using the self-assessment	1 M1 Develop a plan to show how targets will be achieved	
2. Know how to research information using primary and secondary methods	2.1 Outline the process for carrying out primary research from different sources 2.2 Outline the process for carrying out secondary research from different sources		2 D1 Analyse with examples what constitutes good practice in primary and secondary research
3. Be able to take effective notes from a variety of sources	3.1 Note key points of information from a variety of sources using active listening skills and reading strategies 3.2 Paraphrase and summarise the information		
4. Be able to plan and draft a piece of research	4.1 Create a plan for research on a chosen topic in business 4.2 Draft a piece of research work using appropriate reference techniques	4 M1 Use own review and feedback from tutor to improve draft work	



5. Be able to produce academic work	5.1 Produce academic work to a professional standard using the existing draft	5 M1 Present academic work orally at a professional standard to an audience	5 D1 Present academic work at a professional standard to an audience and discuss the content of the work
6. Be able to reflect on own academic progress	6.1 Reflect on own academic progress including, development of academic skills and academic English language skills 6.2 Develop action plan for further improvement	6 M1 Provide academic feedback to peers	

### 3.26 Communication Skills for Business

<b>Unit aims</b>	To develop knowledge and understanding of communication in organisations and to develop personal communication skills		
<b>Unit level</b>	3		
<b>Unit code</b>	T/507/2154		
<b>Credit value</b>	15		
<b>Unit grading structure</b>	Pass/Merit/Distinction		
<b>Assessment guidance</b>	Assignments in accordance with awarding organisation guidance		
<b>Learning outcomes. The learner will:</b>	<b>Assessment criteria. The learner can:</b>		
	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
1. Know how businesses communicate	1.1 Describe communication models and systems used in businesses 1.2 Describe the methods used and the benefits of both informal and formal communication systems 1.3 Outline the principles of effective communication 1.4 Explain how technology is used for different types of communication 1.5 Explain the barriers to effective communication	1 M1 Propose solutions to the barriers for effective communication	1 D1 Analyse the effectiveness of communication models and systems used in specific businesses  1 D2 Evaluate how different uses of technology can enhance and/or detract from good communication in business
2. Be able to present business information orally	2.1 Use different styles and methods of oral communication for different audiences 2.2 Present business information orally in a formal situation	2 M1 Use appropriate methods including technology and other aids to present business information orally	2 D1 Manage and facilitate a question-and-answer session to demonstrate subject knowledge and communication skills

	2.3 Respond to questions arising from presentation of business information		
3. Be able to communicate business information in writing	3.1 Communicate information using appropriate written business styles and methods	3 M1 Communicate complex information using different written business styles and methods	3 D1 Use appropriate technology and supporting graphs, diagrams and/or artwork to support complex communication.