



# Level 3 Diploma in Business Management

Specification (For Centres)  
July 2025

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## About QUALIFI

QUALIFI is recognised and regulated by Ofqual (Office of Qualifications and Examinations Regulator). Our Ofqual reference number is RN5160. Ofqual regulates qualifications, examinations, and assessments in England.

As an Ofqual recognised Awarding Organisation, QUALIFI is required to carry out external quality assurance to ensure that centres approved for the delivery and assessment of QUALIFI's qualifications meet the required standards. This comprises centre approval, qualification approval and ongoing monitoring through our External Quality Assurance and annual centre monitoring processes.

### Why Choose QUALIFI Qualifications?

QUALIFI qualifications aim to support learners to develop the necessary knowledge, skills and understanding to support their professional development within their chosen career and/or to provide opportunities for progression to further study.

Our qualifications provide opportunities for learners to:

- apply analytical and evaluative thinking skills
- develop problem-solving and creativity to tackle problems and challenges
- exercise judgement and take responsibility for their decisions and actions
- develop the ability to recognise and reflect on personal learning and improve their personal, social, and other transferable skills.

### Employer Support for the Qualification Development

During the development of this qualification QUALIFI consulted with a range of employers, providers and existing centres (where applicable) to ensure rigour, validity and demand for the qualification and to ensure that the development considers the potential learner audience for the qualification and assessment methods.

### Equality, Diversity and Inclusion (EDI)

QUALIFI qualifications are developed to be accessible to all learners who are capable of attaining the required standard. QUALIFI promotes equality, diversity and inclusion across all aspects of the qualification process. Centres are required to implement the same standards of EDI and ensure teaching and learning are free from any barriers that may restrict access and progression. For further details please refer to QUALIFI's *Equality, Diversity and Inclusion Policy*.

Learners with any specific learning needs should discuss this in the first instance with their approved centre who will refer to QUALIFI's *Reasonable Adjustment and Special Consideration Policy*.

## Qualification Title and Accreditation Number

This qualification has been accredited to the Regulated Qualification Framework (RQF) and has its own unique Qualification Accreditation Number (QAN). This number will appear on the learner's final certification document. Each unit within the qualification has its own RQF code. The QAN for this qualification is as follows:

**QUALIFI Level 3 Diploma in Business Management 603/1102/2**

## Qualification Aims and Learning Outcomes

### Aims of the QUALIFI Level 3 Diploma in Business Management

The aim of the QUALIFI Level 3 Diploma in Business Management is to provide a career path for learners who wish to develop their core capabilities within the business sector.

The programme provides the opportunity for individuals to develop a greater knowledge and understanding of industry, and to help to support their development into senior positions. The qualification aims are:

- To equip individuals with the knowledge, understanding and skills required for success in employment
- To enable progression to the first year of a degree or related professional qualification
- To provide specialist study relevant to individual vocations and environments in which learners are currently working, or to which learners are aiming to work within the business sector
- To develop learner ability to contribute positively to good practice in the business environment through effective use and combination of the knowledge and skills gained in the qualification
- To develop skills and techniques, personal qualities and attributes essential for successful performance in working life and thereby enabling learners to make an immediate contribution to employment.

It is envisaged that this programme will encourage both academic and professional development so that your learners move forward to realise not just their own potential but also that of organisations across a broad range of sectors.

To achieve the essential attributes of being able to communicate, inspire and lead are seen crucial to achieving organisational success globally.

QUALIFI programmes look to develop the team leaders, managers and leaders of the future through the creation and delivery of learning appropriate for industry.

The qualification will:

- prepare learners for employment; and
- support a range of roles in the workplace.

The qualification provides a specialist work-related programme of study that provides breadth and depth of knowledge and understanding, along with practical skills required across a number of generic sectors. It also allows specialist development through the optional units.

The qualification is suitable for part-time learners in the workplace but equally appropriate for full-time learners who can also participate in formal work placements or part-time employment.

### **Learning Outcomes of the QUALIFI Level 3 Diploma in Business Management**

Learners studying for the QUALIFI Level 3 Diploma in Business Management will be expected to develop the following skills during the programme of study:

1. The ability to read and use appropriate literature with a full and critical understanding
2. The ability to think independently and solve problems
3. Apply subject knowledge and understanding to address familiar and unfamiliar problems
4. Recognise the moral and ethical issues of business practice and research; appreciating the need for ethical standards and professional codes of conduct
5. An appreciation of the interdisciplinary nature of business and service provision
6. Capacity to give a clear and accurate account of a subject, in a mature way and engage in debate and dialogue both with specialists and non-specialists
7. Transferable skills and knowledge that will enable individuals to meet changes in business
8. To motivate individuals to progress to further professional development through future study or as part of their chosen career.

The learning outcomes and assessment criteria for each unit are outlined in the unit specifications.

### **Delivering the Qualification**

All centres are required to complete an approval process to be recognised as an approved centre. Centres must have the ability to support learners and:

- have in place qualified and experienced assessors. All assessors are required to undertake regular continued professional development (CPD)
- access to the physical resources needed to support the delivery of the qualification and learner achievement.

Centres must commit to working with QUALIFI and its team of External Quality Assurers (EQAs). Approved centres will be monitored by QUALIFI EQAs to ensure compliance with QUALIFI requirements and to ensure that learners are provided with appropriate learning opportunities, guidance, and formative assessment.

QUALIFI, unless otherwise agreed:

- sets all assessments;
- quality assures assessments prior to certification;
- provides the criteria to award the final mark and issues certificates.

### **Centre staffing**

Staff delivering this qualification should:

- be occupationally competent and/or technically knowledgeable in the area[s] they are assessing,
- have recent relevant experience in the specific area they will be assessing and quality assuring.
- hold, or be working towards, the relevant Assessor/ Internal Quality Assurers (IQAs) qualification (s).

Assessors are assessing learner performance in a range of tasks to ensure the evidence they produce meets the requirements of the unit assessment criteria. To do this effectively assessors need a thorough understanding of assessment and quality assurance practices, as well as in-depth technical understanding related to the qualifications they are assessing.

To support assessors and the centre's internal quality systems, IQAs must have appropriate teaching and vocational skills, knowledge and expertise and be familiar with the occupation and technical content covered within the qualification.

### **Continuing professional development (CPD)**

Centres are expected to support the CPD of their staff to maintain current and up-to-date knowledge of the occupational area and ensure best practice in delivery, mentoring, training, assessment and quality assurance.

### **Quality assurance**

Approved Centres must have effective quality assurance systems in place to ensure robust qualification delivery and assessment, which includes internal monitoring and review procedures.

QUALIFI will appoint approved External Quality Assurers (EQAs) to monitor the assessment and internal quality assurance carried out by centres and ensure that assessment is valid and reliable. Please see QUALIFI's *External Quality Assurance Policy*.

## **Learner Recruitment, Induction and Registration**

### **Recruitment**

Approved Centres are responsible for reviewing and making decisions as to the applicant's ability to complete the learning programme successfully and meet the demands of the

qualification. The initial assessment by the centre will need to consider the support that is readily available or can be made available to meet individual learner needs as appropriate.

During recruitment, approved centres need to provide learners with accurate information on the title and focus of the qualification for which they are studying.

The qualification has been designed to be accessible without artificial barriers that restrict access. For this qualification, applicants must be aged 16 or over.

In the case of applicants whose first language is not English, then IELTS 6 (or equivalent) is required. International qualifications will be checked for appropriate enrolment to UK higher education postgraduate programmes where applicable. The applicants are normally required to produce two supporting references, at least one of which should preferably be academic.

### **Entry Criteria**

The qualification has been designed to be accessible without artificial barriers that restrict access and progression. Entry to the qualification will be through centre interview and learners will be expected to hold the following:

- qualifications at Level 2 and/or;
- work experience in a business environment and demonstrate ambition with clear career goals;
- Level 3 qualification in another discipline and want to develop their careers in business management.

In certain circumstances, learners with considerable experience but no formal qualifications may be considered, subject to interview and being able to demonstrate their ability to cope with the demands of the programme.

### **Learner induction**

Approved Centres should ensure all learners receive a full induction to their study programme and the requirements of the qualification and its assessment.

All learners should expect to be issued with the course handbook and a timetable and meet with their personal tutor and fellow learners. Centres should assess learners carefully to ensure that they are able to meet the requirements of the qualification and that, if applicable, appropriate pathways or optional units are selected to meet the learner's progression requirements.

Centres should check the qualification structures and unit combinations carefully when advising learners. Centres will need to ensure that learners have access to a full range of information, advice and guidance to support them in making the necessary qualification and unit choices.

All learners must be registered with QUALIFI within the deadlines outlined in the *QUALIFI Registration, Results and Certification Policy and Procedure*.



## Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a method of assessment (leading to the award of credit) that considers whether learners can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and so do not need to develop through a course of learning.

QUALIFI encourages centres to recognise learners' previous achievements and experiences whether at work, home or at leisure, as well as in the classroom. RPL provides a route for the recognition of the achievements resulting from continuous learning. RPL enables recognition of achievement from a range of activities using any valid assessment methodology. Provided that the assessment requirements of a given unit or qualification have been met, the use of RPL is acceptable for accrediting a unit, units, or a whole qualification.

Evidence of learning must be valid and reliable. For full guidance on RPL please refer to QUALIFI's *Recognition of Prior Learning Policy*.

## Data Protection

All personal information obtained from learners and other sources in connection with studies will be held securely and will be used during the course and after they leave the course for a variety of purposes and may be made available to our regulators. These should be all explained during the enrolment process at the commencement of learner studies. If learners or centres would like a more detailed explanation of the partner and QUALIFI policies on the use and disclosure of personal information, please contact QUALIFI via email [support@QUALIFI-international.com](mailto:support@QUALIFI-international.com)

## Learner Voice

Learners can play an important part in improving the quality through the feedback they give. In addition to the ongoing discussion with the course team throughout the year, centres will have a range of mechanisms for learners to feed back about their experience of teaching and learning.

## Professional Development and Training for Centres

QUALIFI supports its approved centres with training related to our qualifications. This support is available through a choice of training options offered through publications or through customised training at your centre.

The support we offer focuses on a range of issues including:

- planning for the delivery of a new programme
- planning for assessment and grading
- developing effective assignments
- building your team and teamwork skills

- developing learner-centred learning and teaching approaches
- building in effective and efficient quality assurance systems.

Please contact us for further information.

## Progression and Links to other QUALIFI Programmes

Completing the **QUALIFI Level 3 Diploma in Business Management** will enable learners to progress to:

- the QUALIFI Level 4 Certificate in Business Management, or
- the first year of undergraduate study in a related subject; or
- directly into employment in an associated profession.

## Qualification Structure and Requirements

### Credits and Total Qualification Time (TQT)

The QUALIFI Level 3 Diploma in Business Management is made up of 60 credits. All units are 10 credits in value. Each 10-credit unit approximates to a TQT of 100 hours incorporating 65 hours of GLH.

**Total Qualification Time (TQT):** is an estimate of the total amount of time that could reasonably be expected to be required for a learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

Examples of activities that can contribute to Total Qualification Time include: guided learning, independent and unsupervised research/learning, unsupervised compilation of a portfolio of work experience, unsupervised e-learning, unsupervised e-assessment, unsupervised coursework, watching a prerecorded podcast or webinar, unsupervised work-based learning.

**Guided Learning Hours (GLH):** are defined as the time when a tutor is present to give specific guidance towards the learning aim being studied on a programme. This definition includes lectures, tutorials and supervised study in, for example, open learning centres and learning workshops, live webinars, telephone tutorials or other forms of e-learning supervised by a tutor in real time. Guided learning includes any supervised assessment activity; this includes invigilated examination and observed assessment and observed work-based practice.

### Rules of Combination for QUALIFI Level 3 Diploma in Business Management

There are mandatory and optional units for this qualification. All units cover a number of topics relating to learning outcomes. Each unit has the equivalency of 10 credits.

Learners are required to complete six units to achieve the 60 credits required to gain the Level 3 Diploma in Business Management – the four mandatory units and two optional units.

Unit reference	Mandatory	Level	TQT	GKH	Credit
BM301	An Introduction to the Business Environment	3	100	65	10
BM302	Business Resources	3	100	65	10
BM303	An Introduction to Marketing	3	100	65	10
BM304	Human Resource Management	3	100	65	10
Unit reference	Optional	Level	TQT	GKH	Credit
BM305	Business Communication	3	100	65	10
BM306	Understanding Health and Safety in the Business Workplace	3	100	65	10
BM307	Recruitment and Selection in Business	3	100	65	10

### Achievement Requirements

Learners must demonstrate they have met all learning outcomes and assessment criteria for all the required units to achieve this qualification. QUALIFI will issue e-certificates directly to all successful learners registered with an approved QUALIFI centre.

### Awarding Classification/Grading

This qualification grading is: **Pass/Fail**.

All units will be internally assessed through written assignment internally marked by the QUALIFI approved centre and subject to external quality assurance by QUALIFI.

### Assessment Strategy and Methods

QUALIFI will provide a combination of assessment that cover the learning outcomes and assessment criteria for each unit of this qualification. These tasks will address all learning outcomes and related assessment criteria. To achieve a 'pass' for each of the units, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

To meet QUALIFI's aim to provide an appropriate assessment method each unit will be assessed through tasks that will be written in a way to make them realistic 'work-related' tasks wherever possible. Learners will need to demonstrate knowledge and

understanding. Where appropriate for the unit, learners will also be asked to show original thought and problem-solving skills and make recommendations for actions. Intellectual rigour will be expected appropriate to the level of the qualification.

Assignments will contain a question strand for each of the given unit's learning outcomes. The assignment tasks will address the LO (learning outcome) and AC (assessment criteria) requirements. Within assignments there will always be requirements for learners to engage with important and relevant theory that underpins the subject area.

The assignment questions will require learners to draw on real organisations to illustrate their answers. To support this activity during the programme of learning, centres are required to make sure that they include case studies of relevant organisations and, wherever possible, facilitate in company opportunities for learners to undertake research and investigation projects and/or support the organisation with various tasks. Mature and part-time learners will ideally be able to draw on their personal work experience too.

Please see the Assessment Guidance for each unit for further information.

QUALIFI provides a user-friendly e-portfolio system for candidates to upload their assessment evidence and assignments for Assessors to mark and IQAs to quality assure. Approved centres should undertake the QUALIFI centre development courses to understand how to use the e-portfolio and the benefits to learners and the centre.

Learner assessments will be internally assessed by the approved centre and will be subject to external quality assurance by QUALIFI prior to certification.

Sample assessments and marking scheme are available on request as part of the Qualification Specification supplied to centres.

## Unit Specifications

### Unit BM301: An introduction to the Business Environment

Unit code: A/615/5045

RQF Level: 3

#### Unit Aim

This unit will introduce learners to the different types of businesses, and their ownership, that exist in an economy. Learners will understand the role of owners and stakeholders in fulfilling the purpose of a 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

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
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

## **Delivery Guidance**

### **Learning Outcome 1**

Learners should be encouraged to focus on businesses they are already familiar with or have an interest in, for example through part-time employment, work experience or as customers. The two businesses must have different ownership, so careful consideration should be given when selecting them. For example, the contrast might be the ownership that the business operates in; one could be a sole trader and the other could be a private limited company. Alternatively, the contrast could be between a business in the private sector and one in the public sector. This could provide a good opportunity for group work, with each group investigating different businesses in the local area and using the information they find to produce wall charts or posters to build up a visual map of the local business environment.

Learners should be able to distinguish between internal stakeholders, such as employees and owners, and external stakeholders, such as customers and suppliers. They should examine the influence of the different stakeholders on businesses, especially in terms of possible conflicts of interest between different parties. It might be useful if learners focused on particular issues that illustrate such conflicts. The use of local newspaper articles highlighting local issues, such as planning applications, could be used to stimulate discussions about the impact on two contrasting businesses and how their different stakeholders might feel.

### **Learning Outcome 2**

Learners must understand how businesses are organised. They could be provided with the organisation charts of two businesses and asked to identify the various functional areas that the businesses are organised into. Learners could then compare and contrast the two businesses, in terms of span of control and chain of command, and discuss possible reasons for the differences. In order to develop their understanding learners could research using websites, leaflets and booklets produced by the businesses. It would also be helpful if learners were able to visit the two businesses.

### **Learning Outcome 3**

Learners need to appreciate that businesses are organised in way that enables them to achieve their aims and objectives. Learners could be provided with copies of mission statements from two different businesses and where a visit is possible, they should try to

find out as much as they can about how the two businesses organise their strategic planning. The use of examples from the public and voluntary sector should enable learners to see how certain businesses involve stakeholders formally in their organisation structure.

#### **Learning Outcome 4**

Learners could work in groups to research how a particular business has been affected by political, legal and social factors, and summarise their findings in a visual form. In terms of the political environment, learners should consider how governments have different policies in relation to certain business activities. Learners also need to research any additions to the law, or changes to the existing law that could impact on businesses.

Learners should also consider the social factors that can impact upon the business activities of the selected organisations. For example, learners could consider how changes in demographics, such as the age of the population, could have a serious impact on many businesses.

## Assessment Guidance

**LO1-AC 1.1/1.2:** Learners could write a newspaper article that describes the type of business, purpose and ownership of two contrasting businesses.

Tutor/learners should carefully select the two businesses to be compared as businesses that are very different may lead to a meaningless comparison. Ideally, the two businesses chosen should have some similarities but have sufficient differences to allow learners to progress to the merit and distinction requirements.

Learners could create a report that describes the different stakeholders, both internal and external, who can influence the purpose of the two contrasting businesses

**LO2/3 AC 2.1 /3.1:** Learners could produce a leaflet which describes how two businesses are organised. Learners should include how the style of organisation used by each business helps them to fulfil their purposes.

**LO4 4.1:** Learners could give a presentation in which they describe how political, legal and social factors are impacting upon the business activities of a selected organisation and its stakeholders. The presentation could be as a result of group work, with each learner taking responsibility for a particular area. However, tutors must record the contribution to the task of individual learners so that clear evidence of achieving the criteria is available for each learner.

## Suggested Resources

*Business Environment* - Ian Worthington

*Management and organisational behaviour* - Laurie J.Mullins



## Unit BM302: Business Resources

Unit code: F/615/5046

RQF Level: 3

### Unit aim

The unit will explain how a range of resources, including human, physical, technological and financial resources, are used and managed within business.

This unit will help learners to develop 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, in terms of human, 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 how to interpret financial statements.

There are clear links between this unit and many of the other units in the qualification; it serves as a useful introduction to areas that may be covered in depth in further units.

### Learning Outcomes, and Assessment Criteria

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
1.	Know how human resources are managed	1.1	Describe how organisations select their employees and what documents 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 managing physical and technological resources	2.1	Describe the importance of physical and technological resources required in selecting employees into an organisation
3.	Identify ways to access different sources of finance	3.1	Describe the importance of internal and external finances available for a selected company
4.	Understand financial statements	4.1	Describe the importance of the content of financial statements in a selected organisation

## **Delivery Guidance**

### **Learning Outcome 1**

Learners could be asked to use a job advertisement for an organisation with which they are already familiar, such as through part-time employment, work experience or as a customer. They could then work in small groups to identify all of the stages involved in the process prior to issuing the job advertisement, as well as a list of the stages involved after the job has been advertised. This could be followed up with research and the collection of various examples of recruitment documents.

Learners could then use these to create a set of documents which could be used by the organisation advertising the job. A great deal of information is likely to be available on the organisation's website, but it would be helpful if a visit from someone who works in a Human Resources department could be arranged.

Learners could select a job advertisement that interests them and undertake research into the skills that are required for the chosen role. This would provide an opportunity for learners to find out more about a role that they have an interest in and allow them to compare their skills with those required by the job role they have chosen. It would be useful for learners to visit careers advice organisations and careers websites in order to find out the particular skills that are required for certain jobs. Some websites provide an interactive facility that enables learners to gain a profile of their own skills, which they should find interesting to do.

### **Learning Outcome 2**

Learners could be asked to carry out an audit of their learning environment in order to identify the range of resources that are required for the organisation to operate. They could then work in small groups to discuss which are physical resources and which are technological resources and classify them accordingly. Each group could then be asked to justify their classifications.

### **Learning Outcome 3**

Learners could work in groups to prepare a guide to business finance. The guide should outline the availability of various sources of finance, as well as their respective advantages and disadvantages.

Learners could use various sources to assist them, including leaflets and booklets from banks.

Learners could then be asked to participate in a role play, whereby they are asked to play the role of an adviser and recommend a suitable source of finance for a business in differing scenarios.

## Learning Outcome 4

Tutors will need to spend time explaining the two financial documents to learners - trading and profit and loss account and balance sheet. Learners could then use these documents for two companies and undertake a comparison of the documents for both companies. Whilst learners are only required to use one company to meet the assessment criterion, comparing two sets of documents may help to develop understanding. Learners should be looking for both similarities and differences in the values within the documents. They could decide which of the two companies is in a better financial position, explaining their reasons.

### Assessment Guidance

**LO1- AC 1.1 and 1.2:** Learners could produce a guide for applicants on the recruitment documentation used within a selected organisation. The guide should use a specified job role as an example and describe the recruitment documentation and the main employability, personal and communication skills required when applying for the specified job role.

**LO2 –AC 2.1:** Learners could produce a leaflet that describes the main physical and technological resources required in the operation of a selected organisation.

**LO3-AC 3.1:** Learners could create a wall chart to describe the sources of internal and external finance for a selected business.

**LO4-AC 4.1:** Learners could create a report for the financial director of a selected company that interprets the contents of a trading and profit and loss account and balance sheet for the company.

Learners should use a larger company, not a sole trader or a partnership.

### Suggested Resources

*Business the Ultimate Resources* - Daniel Goleman

*Management and Organisational Behaviour* - Laurie J. Mullins

## Unit BM303: An Introduction to Marketing

Unit code: J/615/5047

RQF Level: 3

### Unit Aim

Marketing is a key business function covering a wide range of activities and employing many people. This unit will develop the knowledge learners need 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

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
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 uses 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

## **Delivery Guidance**

### **Learning Outcome 1**

Tutors should aim to introduce the topic by providing a range of marketing definitions, from simple to more sophisticated, and encourage group debate and discussion. Types of customers and customer satisfaction should be explained as central to the marketing function. Through the use of everyday objects such as mobile phones, phone contracts, fashion items, gym or club memberships, tutors can encourage learners to explore concepts such as branding and target customers, as well as techniques relating to the 4Ps of marketing (product, price, place and promotion). Case studies, DVDs, YouTube videos, as well as actual products can all be used to engage learners in activities and introduce the marketing techniques discussed in the teaching content.

Once the techniques have been introduced, learners should start to think about how organisations use them when marketing their products and services. Where possible learners should be encouraged to visit local organisations to consider different marketing techniques used. Tutors should encourage learners to consider a range of limitations and constraints of marketing.

Tutors could draw the learners' attention to some of the organisational constraints often faced by marketing professionals within organisations that may not have a marketing focus, or where the management and leadership style are more autocratic and possibly less conducive to a customer focused business approach.

### **Learning Outcome 2**

Tutors could introduce learners to marketing planning by starting with an explanation of strategic and operational objectives with examples from the private and public sector, as well as small and large organisations. Group discussion could then focus on academic theory and how marketing objectives fit into this. Plus, how the marketing planning process and models such as Ansoff Growth strategies, PESTLE and SWOT analysis are used. Websites such as "thetimes100" offer a range of case studies that can be used for group discussions and presentations.

Having considered marketing planning, tutors can lead naturally onto the question of where organisations obtain the information necessary for the planning process, which in turn leads into the topic of marketing research.

Whilst there could be some tutor-led input, ample opportunity could be given for learners to investigate different aspects of primary and secondary research and consider a range of research methods using internal and external sources of qualitative and quantitative information. YouTube videos of focus groups and sources of secondary research such as Mintel may be useful. Tutors could then focus on the way that research information is used in the marketing planning process, for example in the development of a PESTLE analysis, a new product development, or a change in packaging or distribution channel.

### Learning Outcome 3

Learners should be introduced to the concept of market segmentation, target markets or customer groups. Tutors should explain the characteristics used for segmentation and the reasons why organisations do this. Learners should be able to build on work that they carried out for learning outcome 1 regarding fashion items, mobile phones and phone contracts and consider which segments have been identified and why. Learners could be encouraged to identify why products and services are consumed by people, taking into consideration different ages, backgrounds and socioeconomic groups. Learners could work in small groups and feed back their findings as a presentation to their peers. Tutors should also introduce learners to the difference between B2B and B2C markets and how the segmentation characteristics will be different.

### Learning Outcome 4

Tutors should introduce the concept of the 4Ps of marketing or the marketing mix. Learners must develop their own marketing mix for a new product or service taking into account how this mix may need to be modified in order to meet the needs of different customer groups. A good example to use as the focus for group discussion would be the Blackberry mobile phone which was originally developed primarily for the B2B market and in recent years has been targeted at the B2C market with a different marketing mix.

### Assessment Guidance

**LO1-AC 1.1/1.2:** Scenario and task: A company is looking to set up a new operation in the UK in order to launch a brand-new product. They are not sure how to approach this new market. They want you to feed back to them via a presentation describing how marketing techniques are used by two organisations in the UK market.

The company would like you to produce a report that describes any limitations and constraints to marketing that they should be aware of when dealing in the UK market. To achieve this criterion, learners should describe the legal, ethical and voluntary constraints that marketers work under in the UK market. They should also refer to some of the organisational constraints that may limit marketers in their course of actions such as financial restrictions, or the organisation being production or sales led.

**LO2-AC2.1:** Scenario and task: The company wants more information about how market research is carried out by UK firms. You are asked to describe how one organisation uses both primary and secondary marketing research in the development of its marketing plans. Guidance: Learners should describe how their chosen organisation uses marketing research to provide information for their marketing planning. The description should cover the type of research undertaken (primary, secondary, quantitative and qualitative) as well as the methods used and how the information is used in the planning process.

Scenario and task: The company is keen to ensure that their product launch into the UK market is successful. Using a range of research information, you are asked to make

recommendations both in terms of marketing planning and as to what further research should be conducted.

Guidance: Learners should use the research provided as a basis for marketing planning. This information could be provided by tutors. Learners could use the information as part of PESTLE or SWOT analyses, to inform marketing mix decisions or to identify new target markets.

**LO3-AC 3.1:** The company asks you to identify a group of customers that they should target their new product at. Recommend a customer target group, ensuring that you explain how and why you have chosen that group.

Guidance: Learners should explain the segmentation methods used for market segmentation in both B2B and B2C markets and provide a variety of examples for different products and/or services.

**LO4-AC 4.1:** Scenario and task: The company decides to commission you to develop a coherent marketing mix for their brand-new product aimed at the target customer group you have identified. They would like you to present your proposed marketing mix to them.

### **Suggested Resources**

*Introduction to Marketing* - Professor Adrian Palmer

*Marketing* - Paul Baines

## Unit BM304: Human Resource Management

Unit code: L/615/5048

RQF Level: 3

### Unit Aim

The most valuable resource of any organisation is its human capital and this needs to be managed correctly. This 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 develop 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

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
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 how an organisation motivates its employees	2.1	Identify different ways 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



## **Delivery Guidance**

### **Learning Outcome 1**

In small groups, learners could identify the employability and personal skills that are required by organisations for specific roles. Job descriptions and person specifications from jobs advertised on the internet could be used to help identify what employers are looking for. Learners should understand the concept and importance of transferable skills, as well as job specific skills. They could carry out a personal skills audit and review of their own skills in relation to jobs that they currently do, or they may be interested in doing. Tutors could provide a skills audit template for learners to complete for a range of different employment opportunities, this could lead to a discussion on the effectiveness of a skills audit and how an organisation could utilise this information. Learners should be able to understand and explain the benefits of using a skills audit, how it benefits the organisation, the employee and its effect on human resource planning.

### **Learning Outcome 2**

Tutors should aim for learners to gain an understanding of the main motivation methods used by organisations. Through presentations, group discussion and case studies learners should be made aware of a variety of different motivational methods. In small groups, learners could research a motivation method and present their findings to the whole group. Using case studies, learners could discuss the effectiveness of different motivational methods. Learners could then put their theory into practice and as a group apply a selection of methods to tasks or projects they are undertaking.

For example, they may offer an incentive to a member of the group who performs well on a task, or a reward for someone who completes a piece of work to a high standard and before the deadline. This will give learners the opportunity to analyse how they felt about the motivational method used. What were the advantages/disadvantages? Did they feel motivated or did it demotivate them? Learners will then be able to evaluate their findings and provide recommendations on ways an organisation could improve employee motivation.

### **Learning Outcome 3**

Learners must understand and be able to explain how employee performance could be measured and managed. Performance management tools such as individual objectives, SMART targets, probationary periods, performance indicators and individual development plans could be discussed as a group. Learners could then research examples using case studies, local businesses or the internet, and create a presentation to explain a variety of performance management tools. Learners could use examples of documentation used in appraisals and performance reviews to illustrate methods that employers use to manage and monitor performance.

This activity could be extended to allow the learner to analyse the advantages and limitations of measuring and managing employee performance. Learners may find it beneficial to question a variety of employers and employees in order to increase their understanding. The use of disciplinary and grievance procedures could also be the focus of a group debate.

#### **Learning Outcome 4**

Learners should understand how organisations achieve committed employee cooperation. Tutors could use case studies of organisations that have a particular approach to and culture for gaining cooperation from employees (e.g. Google, Innocent, Apple or Virgin). This could follow with a group discussion on an organisation's attitude and culture; considering the importance of fairness, openness, communication policies, customs and beliefs, power and control structures, and how these may assist in gaining employee cooperation. In small groups, learners could research accreditation schemes such as IIP and C2E and consider whether they can help gain employee commitment. Tutors should also explain that a written contract of employment is not mandatory, however after two months a written statement of employment particulars is a required legal document. Learners could research examples of written statements or employment contracts.

#### **Assessment Guidance**

**LO1-AC 1.1/1.2:** Scenario: The organisation that you work for has recently won some large new contracts and is expanding rapidly. The number of employees has grown from 10 to 20 and is expected to grow by another 10 to 15 employees over the next two years. The managing director recognises that human resource planning has not previously been a priority for the organisation, but that they must improve in this area and needs some help and guidance.

Task: You are asked to report on the internal and external factors to consider when planning human resources requirements. Describe the use of a skills audit by an employer and explain the benefits of its use. Make reasoned suggestions for how the organisation can improve, develop and build upon the existing skills base of its employees.

**LO2-AC2.1 /LO3-AC3.1/LO4-AC4.1:** Scenario and task: The managing director has recognised that motivating and managing a larger workforce requires the use of a range of motivational and performance management techniques

Task: You are to produce a presentation and report on how the organisation can motivate its employees, obtain their cooperation and manage their performance. Ideally you should analyse the links between motivation theories and reward systems that the organisation uses and make recommendations as to how they can improve employee performance through the use of measurement and management techniques.

#### **Suggested Resources**

*Human Resource Management in a Business Context* - Jon Kew



## Unit BM305: Business Communication

Unit code: R/615/5049

RQF Level: 3

### 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 organisations 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

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
1.	Understand different types of business information	1.1	Describe how organisations use different types of business information to fulfil their purpose
2.	Know how to present business information effectively	2.1	Describe different types of corporate 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 non-electronic methods to communicate business information internally and externally

## **Delivery Guidance**

### **Learning Outcome 1**

Learners need to understand different types of business information, be able to differentiate between internal and external sources of information, and explain its purpose. In small groups, they could research the types of information used across a variety of functional areas within a business. Each group could showcase examples of different types of business information; they could present this as a talk to the rest of the group, a wall chart with examples, or magazine article.

### **Learning Outcome 2**

Learners should create examples of corporate communication. For example, a press release, board paper, internal memo, product presentation or design for a logo. Tutors should provide some input outlining the range of communication methods, as indicated in the teaching content.

### **Learning Outcome 3**

Learners must understand the issues and constraints in relation to the use of business information. This should include the legal, ethical and operational issues relating to the use of business information. Initially this topic may require some formal input from the tutor, followed by research, either carried out individually by the learner or in small groups. When considering legal issues, learners could be encouraged to research relevant UK legislation and European directives.

### **Learning Outcome 4**

Within this unit learners must be able to present business information. Therefore, they will need to be able to select the most appropriate method of communication depending on the message, the purpose, and the audience. Learners will need to understand the use of electronic and non-electronic methods of communication, and when and where their use is appropriate. In small groups learners could use the different types of business information identified in learning outcome 1 and suggest the types of audience where it would be utilised. This activity could then be developed further with learners suggesting the method of communication used, and if it is electronic or non-electronic. Learners could then select a variety of organisations and undertake group research into the methods of communication used with their stakeholders.

## **Assessment Guidance**

**LO1-AC 1.1:** The owner of a local business has contacted you to ask for help training their staff with regards to business communication. You have been asked to produce a fact sheet explaining different types of business information, where the information is obtained, what is its purpose and how it can be communicated.

**LO2-AC2.1:** A local business has developed an exciting new product range which it expects will double turnover, require substantial investment and impact on staff through job changes, possible promotions and hiring of new staff. The owner needs your help to present the situation, using three different methods, to investors and current staff who are nervous about the changes to come.

**LO3 - AC 3.1:** The business owner is concerned about the legal, ethical and operational issues relating to the use of business information and would like you to provide an overview of the issues and constraints involved.

**LO 4 - AC 4.1:** The owner of a local business has contacted you to ask for help training their staff with regards to business communication. You have been asked to produce a fact sheet explaining different types of business information, where the information is obtained, what is its purpose and how it can be communicated, using electronic and non-electronic methods.

### **Suggested Resources**

*Business communication* - JP Parikh

*Communicating at Work: Strategies for Success in Business and the Professions 11th Edition* - Ronald Adler (Author), Jeanne Marquardt Elmhorst (Author), Kristen Lucas (Author)

*The Communication Book: How to Say it, Mean it, and Make it Matter* - Emma Ledde

## Unit BM306: Understanding Health and Safety in the Business Workplace

Unit code: J/615/5050

RQF Level: 3

### 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.

This unit will help to dispel 'myths' around health and safety and to promote good health and safety practice as a means to creating a productive working environment. Learners will understand about the health and safety legislation, regulations and requirements that form the basis of all workplaces in the UK.

### Learning Outcomes, and Assessment Criteria

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
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

## **Delivery Guidance**

### **Learning Outcome 1**

The tutor could ask learners what they consider to be a safe and healthy environment. The learners could identify a variety of ideas that could be used to facilitate a discussion about the type of legislation and regulations required to ensure an environment is safe and healthy. The tutor could then introduce the major pieces of legislation. For example, a learner may suggest that employees need to wear gloves when using cleaning materials, this would lead into an introduction of the COSHH Regulations. Once the major pieces of legislation have been introduced, learners could undertake group research on specific pieces of legislation and present their findings.

The Health and Safety Executive's website has excellent advice about legislation and regulations and will provide a good basis for research. Presentations could include an element of role play to highlight the specific risks involved and/or the production of posters to be used in the workplace.

### **Learning Outcome 2**

Learners could identify a range of specific working environments, for example a building site, an office, a shop, and research the specific requirements that these environments may have. In small groups learners could select different items of equipment or physical environments, for example display screen equipment for an office, moving and handling regulations in a hospital, electricity and noise regulations in a factory, and describe the requirements of the legislation associated with them.

Photographs of offices and shops could be used to highlight the elements, such as emergency exit signs and workstation ergonomics. Learners could also design their own healthy and safe working environment and describe the equipment that it must contain.

### **Learning Outcome 3**

Learners must understand the health and safety roles and responsibilities of key personnel within a selected business. Learners could select a business they are already familiar with or have an interest in; this could include part-time employment, work experience or as customers. They could identify the roles and responsibilities, for example health and safety officer, First Aider, fire officer, site maintenance or IT equipment. Learners should then assign the relevant personnel to the roles they have identified.

### **Learning Outcome 4**

Learners could be introduced to a variety of risk assessment formats. They could then identify the common components of a risk assessment. Learners could design their own risk assessment form to plan a risk assessment for a selected environment, incorporating some



or all of the components they identified. Within their plan the learner should consider the format, content and how often the risk assessment should be completed.

### **Assessment Guidance**

**LO1 - AC 1.1/2.1:** Learners can prepare a report that should contain: an explanation of the legislation that is relevant in ensuring the health, safety and security of employees; a description of the requirements that their business should put in place in terms of the physical environment and equipment.

**LO3 -AC3.1 /LO4 - AC4.1:** A new business is setting up in your area and would like you to advise them on employer/employee roles and responsibilities in relation to health and safety and the implementation of risk assessments. You should prepare a presentation, to be given to the owner, explaining the roles and responsibilities for health and safety and the planning of a risk assessment for the business.

### **Suggested Resources**

*Introduction to Health and Safety at Work 4th Edition* – Phil Hugh (Author), Ed Ferrett (Author)

## Unit BM307: Recruitment and Selection in Business

Unit code: R/615/5051

RQF Level: 3

### Unit Aim

This unit focuses on how an organisation recruits and selects its staff. Learners will gain knowledge and understanding of the process that a business has to go through when selecting and recruiting staff. Learners will prepare documents necessary to help select the right person for the job and plan to take part in a selection interview.

As part of this, learners will consider the role of the Human Resource (HR) department within an organisation. This will help them understand the vital role that the HR department plays in helping an organisation achieve its business objectives and will help them in the future when attending a job interview or participating in a selection panel.

The learner will recognise the process that staff within a Human Resource department follow as they prepare documents in readiness for advertising a job and then assess applicants against the set criteria. Learners will develop a broad understanding of the legislation surrounding recruitment and selection and be able to explain how these laws affect a business. For example, what can/cannot be put in job adverts and what employers can/cannot ask potential employees during a job interview.

Finally, learners will be required to take part in a selection interview as an interviewer; this will allow them to develop techniques and skills that they can use in the future when attending job interviews as an interviewee.

### Learning Outcomes, and Assessment Criteria

#### Delivery Guidance

#### Learning Outcome 1

This learning outcome will allow the learner to gain knowledge and understanding of the processes involved in recruitment planning. This could include a variety of topics as

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria: Assessment of these outcomes demonstrates a learner can:	
1.	Understand the process of recruitment	1.1	Describe how organisations plan to use internal and external sources for recruitment
2.	Understand the implication of regulatory framework for the process of recruitment and selection	2.1	Explain the impact of the legal and regulatory framework on recruitment and selection activities

suggested in the teaching content.

3.	Know the documents available in in selection and requirement activities	3.1	Describe documents required for selection and recruitment activities
4.	Be able to participate in a selection interview	4.1	Plan and take a part in a selection interview

In order to introduce the recruitment process the tutor could provide some basic information on the school/college's recruitment process. In small groups learners could research the recruitment process of a range of organisations. This could be local businesses and/or organisations where learners work. Each group could produce labelled diagrams to show the recruitment process, these could be discussed with learners identifying how the processes may vary across organisations.

Having gained a basic understanding, the tutor could invite a speaker from an HR department (ideally the organisation should be a reasonable size, with a variety of different departments and roles). The speaker should provide a clear overview of the recruitment processes they follow. Learners should be provided with the opportunity to ask pre-prepared questions.

Learners could investigate the different ways that jobs are advertised. They could use examples from business recruitment website pages, recruitment agencies, local and national press, JobCentre Plus etc. A group discussion could then follow, with learners identifying the internal and external methods used and the advantages and disadvantages of each.

## Learning Outcome 2

Learners should have an understanding of the current UK ~~and EU~~ legislation, and the implications this has within the process of recruitment and selection.

The tutor could introduce the subject by outlining the regulatory framework for recruitment and selection. Working in small groups learners could research different aspects of UK ~~and EU~~ legislation. Each group could then present their findings, and learners could produce a comprehensive chart to document current UK ~~and EU~~ legislation.

The tutor could lead a group discussion on a range of legal and ethical topics that affect recruitment and selection. For example, race, gender, disability, religion, age and other situations where discrimination, either positive or negative, may occur. Alternatively, learners could organise a team debate and analyse the advantages/disadvantages of adhering to legislation, with the aim being to develop an awareness of and sensitivity to employee and employer standpoints.

The tutor could lead a group discussion on cases that have broken UK ~~and EU~~ legislation. Case studies from tribunals where legislation has been broken or challenged could be used. ACAS (ERA) and CIPD provide material and examples that could assist with this subject.

## Learning Outcome 3

In order to prepare the documentation used in the selection and recruitment process, learners must firstly understand what documents are required. Learners could utilise their knowledge and understanding gained from learning outcomes 1 and 2 to help them identify the documentation used. This could be from the perspective of a business's recruitment process and from a legal point of view.

In small groups learners could study a variety of person specifications and identify the common or reoccurring items/criteria they contain. Learners could then produce a template for a person specification, including the relevant items/criteria, and ensure that it meets the recruitment process/UK ~~and EU~~ legislation.

In small groups learners could study a variety of job descriptions and identify the common items/criteria they contain. Learners could then produce a template for a job description, including the relevant items/criteria, and ensure that it meets the recruitment process/UK ~~and EU~~ legislation.

In small groups learners could study a variety of job advertisements and identify the common items/criteria they contain. Learners could then produce a template for a job advert, including the relevant items/criteria, and ensure that it meets the recruitment process/UK ~~and EU~~ legislation.

In small groups learners could research a specific job role and identify the information that the documentation should include as part of the recruitment process. Learners could then produce the documentations required as part of the recruitment and selection process

#### **Learning Outcome 4**

As a group learners could produce a list of things to consider when planning for an interview. Then in small groups they could provide more detail to an individual element on their list. Before being part of a selection interview, it could be beneficial for learners to observe an interview taking place. This could be a role play using HR personnel and an 'interviewee', or using DVD case studies.

Learners must then take part in a selection interview. It is unlikely that learners will be able to take part in a real-life selection interview. Therefore, a role play with relevant HR personnel, interview panel, and independent 'interviewee' could be used. To develop their knowledge and understanding learners must analyse their own performance as part of the panel for a selection interview and evaluate the strengths and limitations of the process undertaken for carrying out the selection interview.

This unit will also highlight the importance of verbal and non-verbal communication skills such as volume, pitch, tone and modulation of voice, clarity, questions and answers, listening, body language, signs and gestures, appearance, and written or electronic communication.

#### **Assessment Guidance**

**LO1-AC 1.1:** Scenario: You are looking for a job in human resources and feel that if you find out about how organisations go about recruiting and selecting staff this will give you an advantage over other applicants.

Task: Research two different organisations and identify and describe how each organisation:

- plans its recruitment
- advertises jobs
- asks applicants to apply for jobs.

**LO 3- AC 3.1:** Scenario: You have been successful in securing a job in a Human Resources department. Your manager asks you to prepare documents used in selection and recruitment activities.

Task: Using a specific job title, produce a:

- person specification
- job description
- job advertisement.

You must provide the relevant documents with explanations, where applicable, of the impact of the legal and regulatory framework on the documents used.

**LO4 – AC 4.1:** Learners must prepare and take part in a selection interview. The learner could produce documents used during the planning process, notes on how the interview will be conducted; details about the interview process, and explanations, where applicable, of the impact of the legal and regulatory framework when preparing and conducting the interview.

### **Suggested Resources**

*Recruitment and Selection* - Eric Garner

*The Complete Guide to Recruitment a Step-By —Step Approach to Selecting, Assessing and Hiring The Right People* - Jane Newell Brown

*Human Resource Management* - Derek Torrington

*A Project Leader's Guide to Recruitment and Selection: How to Appoint the Best Person for the Role* - Edward John Lunn, Illustrated by Alan Sarsby

## Assessment Guidance

Please refer to the Assessment Guidance section of each unit specification for further details.

### Special Considerations and Reasonable Adjustments

This qualification and its assessments have been designed to best support accessibility and inclusion for all learners. In the design and development of qualifications and assessment QUALIFI complies with the requirements of the Equality Act 2010 and the appropriate Ofqual general conditions of regulation. In some instances individuals will have diverse learning needs and need reasonable adjustments to be able fully participate in the qualification and have fair access to assessment. Reasonable adjustments, including additional time or alternative evidence formats, are intended to enable learners with individual needs to demonstrate their skills and knowledge without changing the demands of the assessment. Centres are responsible for making sure that learners can access the requirements of the qualification at the start of a programme of learning.

Special consideration can be given after an assessment has taken place for learners who have been affected by adverse circumstances, such as illness. Special considerations can be in relation to the amount of time given for evidence to be provided or the format of the assessment as long as this is equally valid. However, centres must not agree to the use of alternative forms of evidence to those stipulated in a unit, or to the omission of any assessment criteria when judging attainment.

For further details please see QUALIFI's *Reasonable Adjustment and Special Consideration Policy* and *Access to Fair Assessment Policy and Procedure*.

### Malpractice and Maladministration

Centre or learner malpractice undermines the integrity and validity of assessment and/or the certification of qualifications and can arise or be suspected in relation to any unit or type of assessment within the qualification.

Centres are required to take steps to prevent malpractice and to investigate instances of suspected malpractice. Centres will investigate the allegation in compliance with their own published and QUALIFI approved policy and procedures.

Incidents of maladministration, unintentional errors in the delivery or assessment of QUALIFI qualifications that may affect the assessment of learners, should also be reported in the same way.

QUALIFI may conduct an investigation if we believe that internal assessment and/or internal quality assurance is not being carried out in line with our policies. QUALIFI reserves the right to withhold the issuing of results and/or certificates while an investigation is in progress.

For further details regarding malpractice and how to report suspected malpractice please see QUALIFI's *Malpractice and Maladministration Policy* and *Plagiarism, Collusion and Cheating Policy*.

Where centres have concerns about learner use of Artificial Intelligence (AI) please refer to the QUALIFI *Guidance statement to centres on the risk of AI*.

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