



Qualification Specification

Highfield Level 2 Diploma in Business Administration (RQF)

Qualification Number: 601/4107/4

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Highfield Level 2 Diploma in Business Administration (RQF)

Introduction

This qualification specification is designed to outline all you need to know to offer this qualification at your centre. If you have any further questions, please contact your account manager

Qualification regulation and support

The Highfield Level 2 Diploma in Business Administration (RQF) is awarded by Highfield Qualifications and sits on the Regulated Qualifications Framework (RQF). The RQF is an English framework regulated by Ofqual. It is also suitable for delivery in Wales and Northern Ireland and is regulated by Qualifications Wales and CCEA Regulation respectively.

It is supported by Skills CFA, the Sector Skills Council for occupations in business and administration, customer service, enterprise and business support, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector).

Key facts

Qualification number:	601/4107/4
Learning aim reference:	60141074
Credit value:	45
Assessment method:	Portfolio of evidence
Guided learning hours (GLH):	229
Total qualification time (TQT):	450

Qualification overview and objective

The objective of this qualification is to support a role in the workplace. This qualification is aimed at learners working within a business and administration role who wish to improve their knowledge and skills in a variety of work environments and sectors.

The qualification can be taken on a standalone basis or as part of a larger programme of study. It forms the knowledge and competency requirements of the Intermediate Apprenticeship Framework in Business Administration.

Entry requirements

It is recommended that learners have a level 1 in English and maths, or equivalent, before enrolling onto this course.

This qualification is approved for delivery to learners aged 16+.

Guidance on delivery

The total qualification time for this qualification is 450 hours, of which, a minimum of 229 (depending on units selected) are recommended as guided learning hours.

TQT is an estimate of the total number of hours it would take an average learner to achieve and demonstrate the necessary level of attainment to be awarded with a qualification, both under direct supervision (forming guided learning hours) and without supervision (all other time). TQT and GLH values are advisory and assigned to a qualification as guidance.

Guidance on assessment

This qualification is assessed through completion of a portfolio of evidence, which will be internally assessed and internally quality assured by the centre. A portfolio of evidence gives centres flexibility in how individual assessment criteria are assessed. Suggested paperwork is available from the Download Area of the Highfield website in the Assessment Pack. If a centre would like to use alternative paperwork, this must be sent to the External Quality Support (EQS) team for approval before commencement of the course.

Appendix 2 contains all units and any specific references to simulation.

Centres must take all reasonable steps to avoid any part of the assessment of a learner (including any internal quality assurance and invigilation) being undertaken by any person who has a personal interest in the result of the assessment.

Guidance on quality assurance

Highfield require centres to have in place a robust mechanism for internal quality assurance. Internal quality assurance must be completed by an appropriately qualified person and that person must not have been involved in any aspect of the delivery or assessment of the course they are quality assuring. EQS visits from Highfield will take place until direct claim status (DCS) is achieved.

Highfield Qualifications will support centres by conducting ongoing engagements to ensure and verify the effective and efficient delivery, assessment and IQA of the qualification.

Recognition of prior learning (RPL)

Centres may apply to use recognition of prior learning or prior achievement to reduce the amount of time spent preparing the learner for assessment.

For further information on how centres can apply to use RPL as described above, please refer to the Recognition of Prior Learning (RPL) policy in the members' area of the Highfield website. This policy should be read in conjunction with this specification and all other relevant Highfield documentation.

Assessor requirements

The primary responsibility of an assessor is to assess learners' performance in a range of tasks and to ensure the evidence submitted by the learner meets the requirements of the assessment criteria. It is important that an assessor can recognise occupational competence as specified by the national standard.

Highfield requires nominated assessors for this qualification meet the following requirements:

- have occupational experience in the qualification sector
- hold, or be working towards, a recognised assessor qualification, which could include any of the following:
 - Level 3 Award in Assessing Competence in the Work Environment
 - A1/A2
 - D32/D33
- maintain appropriate continued professional development for the subject area

Internal quality assurance (IQA) requirements

A primary responsibility of IQAs is to assure the quality and consistency of assessments by the assessors for whom they are responsible. Highfield requires internal quality assurers for this qualification meet the following requirements:

- have occupational experience in the qualification sector
- hold, or be working towards, a recognised internal quality assurance qualification, which could include any of the following:
 - Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice
 - D34
- maintain appropriate continued professional development for the subject area

Countersigning strategy

While it is a minimum requirement for centres to have the appropriately qualified workforce in place, it is understood that centres may have new personnel that are working towards those requirements. During this period, centres are required to have a robust countersigning strategy in place that supports and validates unqualified assessment/quality assurance decisions, until the point where they meet the requirements as detailed above.

Reasonable adjustments and special considerations

Highfield Qualifications has measures in place for learners who require additional support. Please refer to Highfield Qualifications' Reasonable Adjustments Policy for further information/guidance.

ID requirements

It is the responsibility of the centre to have systems in place to ensure that the person taking an assessment is indeed the person they are claiming to be. All centres are therefore required to ensure that each learner's identification is checked before they undertake the assessment. Highfield Qualifications recommends the following as proof of a learner's identity:

- a valid passport (any nationality)
 - a signed UK photocard driving licence
 - a valid warrant card issued by HM forces or the police
 - another photographic ID card, e.g. employee ID card, student ID card, travel card etc.
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If a learner is unable to produce any of the forms of photographic identification listed above, a centre may accept another form of identification containing a signature, for example, a credit card. Identification by a third-party representative, such as a line manager, human resources manager or invigilator, will also be accepted.

For more information on learner ID requirements, please refer to Highfield Qualifications' Core Manual.

Progression opportunities

On successful completion of this qualification, learners may wish to continue their development by undertaking one of the following qualifications:

- Highfield Level 3 Diploma in Business Administration (RQF)
- Highfield Level 2 Diploma in Customer Service (RQF)
- Highfield Level 3 Diploma in Customer Service (RQF)
- Highfield Level 2 Diploma in Team Leading (RQF)
- Highfield Level 3 Diploma in Management (RQF)

Useful websites

Skills CFA - <http://www.skillsca.org>

Appendix 1: Qualification structure

To complete the **Highfield Level 2 Diploma in Business Administration (RQF)** learners must achieve the following, totaling a minimum of **45 credits** overall:

- **all units** in Mandatory Group A totaling **21 credits**
- a **minimum of 14 credits** from Optional Group B
- a **maximum of 10 credits** from Optional Group C
- a **maximum of 6 credits** from Optional Group D

Mandatory Group A

Learners must achieve **all units** in this group.

Unit reference	Unit Title	Level	Credit
H/506/1893	Communication in a business environment	2	3
J/506/1899	Principles of providing administrative services	2	4
T/506/1901	Principles of business document production and information management	2	3
A/506/1964	Understand employer organisations	2	4
L/506/1788	Manage personal performance and development	2	4
R/506/1789	Develop working relationships with colleagues	2	3

Optional Group B

Learners must achieve a **minimum of 14 credits** from this group.

Unit reference	Unit Title	Level	Credit
L/506/1807	Manage diary systems	2	2
Y/506/1809	Produce business documents	2	3
L/506/1810	Collate and report data	2	3
R/506/1811	Store and retrieve information	2	4
Y/506/1812	Produce minutes of meetings	2	3
D/506/1813	Handle mail	2	3
H/506/1814	Provide reception services	2	3
K/506/1815	Prepare text from notes using touch typing	2	4
M/506/1816	Prepare text from shorthand	2	6
T/506/1817	Prepare text from recorded audio instruction	2	4
T/506/1865	Archive information	2	3
Y/506/2295	Maintain and issue stationery and supplies	2	3
J/506/1868	Use and maintain office equipment	2	2
L/506/1869	Contribute to the organisation of an event	2	3
D/506/1875	Organise business travel or accommodation	2	4
H/506/1876	Provide administrative support for meetings	2	4
T/506/1879	Administer human resource records	2	3
A/506/1883	Administer the recruitment and selection process	2	3

Unit reference	Unit Title	Level	Credit
R/506/1887	Administer parking dispensations	2	3
R/506/1890	Administer finance	2	4
M/506/1895	Buddy a colleague to develop their skills	2	3
L/506/1905	Employee rights and responsibilities	2	2
D/506/1794	Health and safety in a business environment	1	2
K/506/1796	Use a telephone and voicemail system	1	2
A/506/1799	Meet and welcome visitors in a business environment	1	2
K/506/1913	Develop a presentation	3	3
M/506/1914	Deliver a presentation	3	3
A/506/1916	Contribute to the development and implementation of an information system	3	6
F/506/1917	Monitor information systems	3	8
M/506/1945	Analyse and present business data	3	6

Optional Group C

Learners must achieve a **maximum** of **10 credits** from this group.

Unit reference	Unit Title	Level	Credit
M/502/4300	Using email	2	3
R/502/4628	Word Processing Software	2	4
R/502/4631	Website Software	2	4
F/502/4625	Spreadsheet Software	2	4
M/502/4622	Presentation Software	2	4
F/502/4396	Bespoke Software	2	3
J/502/4559	Data Management Software	2	3
A/506/2130	Deliver customer service	2	5
R/506/2134	Process information about customers	2	3
Y/506/2149	Develop customer relationships	2	3
F/506/1934	Participate in a project	3	3
F/601/8320	Processing customers' financial transactions	2	4
T/505/1238	Payroll Processing	2	5

Optional Group D

Learners must achieve a **maximum** of **6 credits** from this group.

Unit reference	Unit Title	Level	Credit
A/506/1818	Understand the use of research in business	2	6
D/506/1939	Understand the legal context of business	3	6
K/503/8194	Principles of customer relationships	2	3
R/506/2294	Principles of team leading	2	5
J/506/1806	Principles of equality and diversity in the workplace	2	2

D/502/9928	Principles of marketing theory	2	4
D/502/9931	Principles of digital marketing	2	5
L/506/2083	Understand working in a customer service environment	1	3
R/505/3515	Know how to publish, integrate and share using social media	2	5
F/505/6880	Exploring Social Media	2	2
L/505/3514	Understand the safe use of online and social media platforms	2	4

Appendix 2: All Units

Unit 1: Communication in a business environment

Unit number: H/506/1893

Credit: 3

GLH: 19

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the requirements of written and verbal business communication	1.1. Explain why different communication methods are used in the business environment 1.2. Describe the communication requirements of different audiences 1.3. Explain the importance of using correct grammar, sentence structure, punctuation, spelling and conventions in business communications 1.4. Explain the importance of using appropriate body language and tone of voice when communicating verbally
2. Be able to produce written business communications	2.1. Identify the nature, purpose, audience and use of the information to be communicated 2.2. Use communication channels that are appropriate to the information to be communicated and the audience 2.3. Present information in the format that meets the brief 2.4. Adhere to agreed business communication conventions and degree of formality of expression when producing documents 2.5. Produce business communications that are clear, accurate and correct 2.6. Meet agreed deadlines in communicating with others

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to communicate verbally in business environments	3.1. Identify the nature, purpose, recipient/s and intended use of the information to be communicated 3.2. Use language that is appropriate for the recipient's needs 3.3. Use body language and tone of voice to reinforce messages 3.4. Identify the meaning and implications of information that is communicated verbally 3.5. Confirm that a recipient has understood correctly what has been communicated 3.6. Respond in a way that is appropriate to the situation and in accordance with organisational policies and standards

Unit 2: Principles of providing administrative services

Unit number: J/506/1899

Credit: 4

GLH: 25

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the organisation and administration of meetings	1.1. Describe the features of different types of meetings 1.2. Outline the different ways of providing administrative support for meetings 1.3. Explain the steps involved in organising meetings
2. Understand the organisation of travel and accommodation	2.1. Describe the features of different types of business travel and accommodation 2.2. Explain the purpose of confirming instructions and requirements for business travel and accommodation 2.3. Explain the purpose of keeping records of business travel and accommodation
3. Understand how to manage diary systems	3.1. Describe the features of hard copy and electronic diary systems 3.2. Explain the purpose of using diary systems to plan and co-ordinate activities and resources 3.3. Describe the types of information needed to manage a diary system 3.4. Explain the importance of obtaining correct information when making diary entries
4. Understand how to use office equipment	4.1. Describe different types of office equipment 4.2. Explain the uses of different types of office equipment 4.3. Describe factors to be considered when selecting office equipment to complete tasks 4.4. Describe how to keep waste to a minimum when using office equipment

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
5. Understand the use of mail services in a business context	5.1. Describe the types of mail services used in business organisations 5.2. Explain the need for different types of mail services 5.3. Explain the factors to be considered when selecting mail services 5.4. Explain the factors to be taken into account when choosing postage methods
6. Understand customer service in a business environment	6.1. Describe different types of customers 6.2. Describe the impact of their own behaviour on a customer 6.3. Explain the impact of poor customer service

Unit 3: Principles of business document production and information management

Unit number: T/506/1901

Credit: 3

GLH: 21

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to prepare business documents	1.1. Describe different types of business documents that may be produced and the format to be followed for each 1.2. Explain the use of different types of information communication technology (ICT) for document production 1.3. Explain the reasons for agreeing the use, content, layout, quality standards and deadlines for document production 1.4. Explain the importance of document version control and authorisation 1.5. Explain how the requirements of security, data protection, copyright and intellectual property legislation may affect the production of business documents 1.6. Explain how to check the accuracy of business documents
2. Understand the distribution of business documents	2.1. Explain how the requirements of security, data protection, copyright and intellectual property legislation may affect the distribution and storage of business documents 2.2. Describe different types of distribution channels
3. Understand how information is managed in business organisations	3.1. Describe the types of information found in business organisations 3.2. Explain the need for safe storage and efficient retrieval of information 3.3. Describe the features of different types of systems used for storage and retrieval of information 3.4. Describe the legal requirements for storing business information

Unit 4: Understand employer organisations

Unit number: A/506/1964

Credit: 4

GLH: 40

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand organisational structures	1.1. Explain the differences between the private sector, public sector and voluntary sector 1.2. Explain the functions of different organisational structures 1.3. Describe the features of different types of legal structures for organisations
2. Understand the organisational environment	2.1. Describe the internal and external influences on organisations 2.2. Explain the use of different models of analysis in understanding the organisational environment 2.3. Explain why change in the business environment is important

Unit 5: Manage personal performance and development

Unit number: L/506/1788

Credit: 4

GLH: 18

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Be able to manage personal performance	1.1. Agree specific, measurable, achievable, realistic and time-bound (SMART) objectives that align with business needs with line manager 1.2. Agree criteria for measuring progress and achievement with line manager 1.3. Complete tasks to agreed timescales and quality standards 1.4. Report problems beyond their own level of competence and authority to the appropriate person 1.5. Take action needed to resolve any problems with personal performance
2. Be able to manage their own time and workload	2.1. Plan and manage workloads and priorities using time management tools and techniques 2.2. Take action to minimise distractions that are likely to limit the effective management of time and the achievement of objectives 2.3. Explain the benefits of achieving an acceptable "work-life balance"

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to identify their own development needs	3.1. Identify organisational policies relating to personal development 3.2. Explain the need to maintain a positive attitude to feedback on performance 3.3. Explain the potential business benefits of personal development 3.4. Identify their own preferred learning style(s) 3.5. Identify their own development needs from analyses of the role, personal and team objectives 3.6. Use feedback from others to identify their own development needs 3.7. Agree specific, measurable, achievable, realistic and time-bound (SMART) development objectives that align with organisational and personal needs
4. Be able to fulfil a personal development plan	4.1. Agree a personal development plan that specifies actions, methods, resources, timescales and review mechanisms 4.2. Make use of formal development opportunities that are consistent with business needs 4.3. Use informal learning opportunities that contribute to the achievement of personal development objectives 4.4. Review progress against agreed objectives and amend plans accordingly 4.5. Share lessons learned with others using agreed communication methods

Unit 6: Develop working relationships with colleagues

Unit number: R/506/1789

Credit: 3

GLH: 19

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the principles of effective team working	1.1. Outline the benefits of effective team working 1.2. Describe how to give feedback constructively 1.3. Explain conflict management techniques that may be used to resolve team conflicts 1.4. Explain the importance of giving team members the opportunity to discuss work progress and any issues arising 1.5. Explain the importance of warning colleagues of problems and changes that may affect them
2. Be able to maintain effective working relationships with colleagues	2.1. Recognise the contribution of colleagues to the achievement of team objectives 2.2. Treat colleagues with respect, fairness and courtesy 2.3. Fulfil agreements made with colleagues 2.4. Provide support and constructive feedback to colleagues
3. Be able to collaborate with colleagues to resolve problems	3.1. Take others' viewpoints into account when making decisions 3.2. Take ownership of problems within own level of authority 3.3. Take action to minimise disruption to business activities within their own level of authority 3.4. Resolve problems within their own level of authority and agreed contribution

Unit 7: Manage diary systems

Unit number: L/506/1807

Credit: 2

GLH: 12

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the management of diary systems	1.1. Explain the importance of keeping diary systems up to date 1.2. Describe the basis on which bookings and changes are prioritised 1.3. Explain any constraints relating to making bookings for people or facilities 1.4. Describe the types of problems that can occur when managing diaries
2. Be able to manage diary systems	2.1. Obtain the information needed to make diary entries 2.2. Make accurate and timely diary entries 2.3. Respond to changes in a way that balances and meets the needs of those involved 2.4. Communicate up-to-date information to everyone involved 2.5. Keep diaries up-to-date 2.6. Maintain the requirements of confidentiality

Unit 8: Produce business documents

Unit number: Y/506/1809

Credit: 3

GLH: 24

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to prepare business documents	1.1. Explain the requirements for language, tone, image and presentation for different documents 1.2. Explain how to integrate images into documents 1.3. Describe how corporate identity impacts upon document production 1.4. Explain the requirements of data protection, copyright and intellectual property legislation relating to document production 1.5. Describe organisational procedures for version control 1.6. Describe security requirements relating to document production
2. Be able to prepare business documents	2.1. Identify the purpose, audience, content, style, format and deadlines of a document 2.2. Use document production resources in line with organisational guidelines 2.3. Use correct grammar, spelling, punctuation and sentence structure 2.4. Produce documents that meet the requirements within the agreed timescale
3. Be able to distribute business documents	3.1. Provide final documents in the appropriate medium for authorised readers 3.2. Specify restrictions and distribution lists in accordance with the requirements 3.3. Maintain the requirements of security in the production, distribution and storage of documents

Unit 9: Collate and report data

Unit number: L/506/1810

Credit: 3

GLH: 19

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to collate and report data	1.1. Describe the different ways that data can be organised 1.2. Explain why data should be presented and reported in different ways 1.3. Explain the use of text and diagrams in helping readers to understand the presented data 1.4. Explain the requirements relating to confidentiality, data protection, intellectual property and copyright legislations
2. Be able to collate data	2.1. Ensure that data collected is complete, accurate and up-to-date 2.2. Check the data against agreed criteria 2.3. Organise data in a way that will enable meaningful analysis 2.4. Meet agreed timescales in the collation of data
3. Be able to report data	3.1. Present data in the agreed reporting format and house style 3.2. Report data within agreed timescale 3.3. Distribute data reports to authorised readers

Unit 10: Store and retrieve information

Unit number: R/506/1811

Credit: 4

GLH: 19

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand information storage and retrieval	1.1. Describe systems and procedures for storing and retrieving information 1.2. Outline legal and organisational requirements for information security and retention 1.3. Explain how to create filing systems to facilitate information identification and retrieval 1.4. Explain how to use different search techniques to locate and retrieve information 1.5. Describe what to do when problems arise when storing or retrieving information
2. Be able to gather and store information	2.1. Gather the information required within the agreed timescale 2.2. Store files and folders in accordance with organisational procedures 2.3. Store information in approved locations 2.4. Adhere to organisational policies and procedures, legal and ethical requirements
3. Be able to retrieve information	3.1. Confirm information to be retrieved and its intended use 3.2. Retrieve the required information within the agreed timescale

Unit 11: Produce minutes of meetings

Unit number: Y/506/1812

Credit: 3

GLH: 13

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to take minutes of meetings	1.1. Explain the purpose of different types of minutes and other meeting records 1.2. Explain the legal requirements of formal minutes 1.3. Describe organisational conventions for producing minutes 1.4. Describe the responsibilities of the minute taker in a meeting 1.5. Explain why it is important to maintain confidentiality of meetings, discussions and actions 1.6. Explain why it is necessary to record who proposed and seconded suggestions and changes
2. Be able to take notes of meetings	2.1. Take accurate notes of the attendance, proceedings, areas of discussion and agreed actions of meetings 2.2. Record allocated responsibilities for agreed actions
3. Be able to produce minutes of meetings	3.1. Transcribe notes accurately into meeting minutes using correct language, grammar, punctuation and sentence structure and in the agreed style 3.2. Include agreed attachments or appendices 3.3. Obtain approval for the final documents 3.4. Distribute minutes to the agreed distribution list 3.5. Maintain the requirements of confidentiality

Unit 12: Handle mail

Unit number: D/506/1813

Credit: 3

GLH: 15

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to deal with mail	1.1. Explain how to deal with “junk” mail 1.2. Describe what to do in the event of problems arising when dealing with incoming or outgoing mail 1.3. Describe how to operate a franking machine 1.4. Explain how to prepare packages for distribution 1.5. State organisational policies and procedures on mail handling, security and the use of courier services 1.6. Explain the process for reporting suspicious or damaged items in accordance with organisational procedures
2. Be able to deal with incoming mail	2.1. Sort incoming mail in line with organisational procedures 2.2. Distribute incoming mail and packages to the right people according to the agreed schedule 2.3. Deal with incorrectly addressed and “junk” mail in accordance with organisational procedures
3. Be able to deal with outgoing mail	3.1. Organise the collection of outgoing mail and packages on time 3.2. Identify the best option for dispatching mail according to the required degree of urgency, size and value of the item 3.3. Dispatch outgoing mail on time

Unit 13: Provide reception services

Unit number: H/506/1814

Credit: 3

GLH: 15

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand reception services	1.1. Explain the receptionist's role in representing an organisation 1.2. Explain an organisation's structure and lines of communication 1.3. Describe an organisation's standards of presentation 1.4. Explain the health, safety and security implications of visitors to a building 1.5. Explain how to deal with challenging people
2. Be able to provide a reception service	2.1. Welcome visitors in accordance with organisational standards 2.2. Direct visitors to the person they are visiting in accordance with organisational standards 2.3. Record visitors' arrivals and departures in accordance with organisational procedures 2.4. Provide advice and accurate information within organisational guidelines on confidentiality 2.5. Keep the reception area tidy and materials up-to-date 2.6. Answer and deal with telephone calls within organisational standards 2.7. Adhere to organisational procedures on entry, security, health and safety

Unit 14: Prepare text from notes using touch typing

Unit number: K/506/1815

Credit: 4

GLH: 26

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to create text from notes	1.1. Explain the importance of confirming the purpose of the text and intended audience 1.2. Describe the problems that may occur in transcribing notes written by others 1.3. Explain the consequences of incorrect spelling, punctuation, grammar and sentence structure, and inaccurate content 1.4. Explain how technology features can help to create, format and check the accuracy of text 1.5. Describe ways of checking produced texts for accuracy and correctness 1.6. Describe organisational procedures for the storage, security and confidentiality of information
2. Be able to produce text using touch typing	2.1. Agree the purpose, format and deadlines for texts 2.2. Touch type texts at the speed and level of accuracy required by the organisation 2.3. Check that the text is accurate and the meaning is clear and correct 2.4. Store texts and original notes safely and securely following organisational procedures 2.5. Present texts in the required formats and within the agreed timescales

Unit 15: Prepare text from shorthand

Unit number: M/506/1816

Credit: 6

GLH: 46

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to use shorthand to create text	1.1. Explain the importance of confirming the purpose of the text and intended audience 1.2. Describe techniques that may be used when taking shorthand notes 1.3. Explain the consequences of incorrect spelling, punctuation, grammar and sentence structure, and inaccurate content 1.4. Explain how technology features can help to create, format and check the accuracy of text 1.5. Describe ways of checking produced texts for accuracy and correctness 1.6. Describe organisational procedures for the storage, security and confidentiality of information
2. Be able to use shorthand to prepare text	2.1. Agree the purpose, format and deadlines for texts 2.2. Take dictation using shorthand at the speed required by the organisation 2.3. Input and format text from shorthand notes 2.4. Check that text is accurate and the meaning is clear and correct 2.5. Store texts and original notes safely and securely following organisational procedures 2.6. Present texts in the required formats and within the agreed timescales

Unit 16: Prepare text from recorded audio instruction

Unit number: T/506/1817

Credit: 4

GLH: 15

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the preparation of text from recorded notes	1.1. Explain the importance of confirming the purpose of the text and intended audience 1.2. Describe the main features of the different types of technology that can be used for playing back recordings 1.3. Explain how different speaking styles of those giving dictation can affect outputs 1.4. Explain the consequences of incorrect spelling, punctuation, grammar and sentence structure, and inaccurate content 1.5. Describe ways of checking produced texts for accuracy and correctness 1.6. Describe organisational procedures for the storage, security and confidentiality of information
2. Be able to prepare text from recorded notes	2.1. Agree the purpose, format and deadlines for texts 2.2. Input and format text from audio recording 2.3. Check that text is accurate and the meaning is clear and correct 2.4. Store texts and original recordings safely and securely following organisational procedures 2.5. Present texts in the required formats and within the agreed timescales

Unit 17: Archive information

Unit number: T/506/1865

Credit: 3

GLH: 14

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand archiving requirements	1.1. Describe different ways of archiving information 1.2. Describe how to retrieve archived information 1.3. Describe organisational procedures for archiving, retrieving and deleting information 1.4. Explain the importance of document retention policies to organisations' 1.5. Describe the security and access requirements of offsite archives
2. Be able to archive information	2.1. Confirm the information to be archived 2.2. Identify the retention period post-archiving 2.3. Archive information within the agreed timescale 2.4. Keep archive records up-to-date and indexed 2.5. Report problems to the right person 2.6. Adhere to organisational policies and procedures, legal and ethical requirements when archiving information

Unit 18: Maintain and issue stationery and supplies

Unit number: Y/506/2295

Credit: 3

GLH: 18

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the maintenance of stationery and supplies	1.1. Describe organisational policies, procedures and levels of authority in maintaining supplies 1.2. Explain how to carry out a stock check of stationery 1.3. Describe the types of problems that may occur with deliveries and stock items 1.4. Explain how to deal with problems that occur with deliveries and stock items 1.5. Explain the factors to take into account when ordering stationery 1.6. Explain the benefits and limitations of different potential suppliers, against organisational requirements 1.7. Explain how to calculate quantities of stationery and supplies to be ordered 1.8. Describe how to dispose of or recycle waste
2. Be able to maintain stocks of stationery and supplies	2.1. Maintain stocks of stationery and supplies at the required levels 2.2. Maintain the requirements of storage and security 2.3. Carry out stock checks in accordance with organisational policies and procedures 2.4. Chase up late or incorrect orders with suppliers

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to issue stock of stationery and supplies	3.1. Issue stationery and supplies in accordance with organisational requirements 3.2. Maintain up-to-date records of stock issued, received and in storage 3.3. Deal with unwanted or damaged stationery and supplies safely 3.4. Recommend ways in which the system for receiving and issuing stock could be improved

Unit 19: Use and maintain office equipment

Unit number: J/506/1868

Credit: 2

GLH: 10

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to use office equipment	1.1. Describe organisational policies, procedures and levels of authority in maintaining office equipment 1.2. Describe how to use different types of office equipment 1.3. Explain the reasons for following manufacturer's and organisational instructions when operating equipment 1.4. Describe the types of equipment faults likely to be experienced and the correct way of dealing with these
2. Be able to use and maintain office equipment	2.1. Use the equipment that is appropriate to the task in accordance with the manufacturer's instructions 2.2. Follow organisational procedures to keep waste to a minimum 2.3. Maintain the equipment to the standard specified by the organisation or the manufacturer 2.4. Make sure that equipment conforms with health and safety requirements 2.5. Report problems that cannot be resolved to the right person

Unit 20: Contribute to the organisation of an event

Unit number: L/506/1869

Credit: 3

GLH: 23

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand event organisation	1.1. Explain the roles, responsibilities and accountabilities of individuals involved in the event 1.2. Explain the purpose and features of different types of events 1.3. Describe the type of resources needed for different types of events 1.4. Describe the different needs attendees may have and how to meet these 1.5. Explain the requirements of health, safety and security when organising events 1.6. Describe the types of problems that may occur during events and how to deal with them
2. Be able to carry out pre-event actions	2.1. Identify venue requirements for an event 2.2. Obtain resources within the agreed timescales 2.3. Distribute pre-event documentation to delegates in accordance with the event plan 2.4. Co-ordinate attendee responses within the agreed timescale 2.5. Identify any special requirements of event attendees
3. Be able to set up an event	3.1. Set up layout and resources in accordance with the event plan 3.2. Confirm that all identified resources are in place and meet requirements 3.3. Behave in a way that maintains organisational values and standards

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Be able to carry out post-event actions	<p>4.1. Ensure the venue is restored to the required conditions in accordance with the terms of the contract</p> <p>4.2. Carry out follow-up actions in accordance with the event plan and agreements made at the event</p>

Unit 21: Organise business travel or accommodation

Unit number: D/506/1875

Credit: 4

GLH: 23

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the organisation of business travel or accommodation for others	1.1. Explain any budgetary or policy constraints relating to business travel or accommodation 1.2. Describe financial arrangements relating to business travel or accommodation 1.3. Explain how to make arrangements for visas and related foreign travel documentation 1.4. Describe the procedures for obtaining or exchanging foreign currency
2. Be able to research business travel or accommodation options for others	2.1. Identify different suppliers that are capable of delivering the services required within budget 2.2. Recommend travel or accommodation arrangements that best meet the requirements 2.3. Recommend suppliers of travel or accommodation that best meet the requirements

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to make business travel or accommodation arrangements for others	3.1. Confirm the requirements for travel or accommodation 3.2. Agree arrangements that specify any limitations, prohibitions or responsibilities and which meet the requirements 3.3. Prepare and issue itinerary/schedule documentation that reflect agreed arrangements accurately 3.4. Obtain travel or accommodation documentation within the required timescale 3.5. Confirm the acceptability of payments to be made within the limits of their own authority 3.6. Keep up-to-date records of travel or accommodation arrangements and agreed commitments 3.7. Adhere to organisational policies and procedures, legal and ethical requirements when making business travel or accommodation arrangements for others

Unit 22: Provide administrative support for meetings

Unit number: H/506/1876

Credit: 4

GLH: 28

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the administration of meetings	1.1. Describe the purpose of the meeting and who needs to attend 1.2. Explain why it is important to have a minimum number of attendees for a meeting 1.3. Explain ways to achieve maximum attendance at meetings 1.4. Explain the access, health, safety and security requirements relating to meetings 1.5. Describe how to set up the resources needed for a meeting 1.6. Explain the responsibilities of the meeting chair and meeting secretary 1.7. Explain the difference between formal and informal meetings 1.8. Explain the legal implications of formal meetings
2. Be able to make administrative preparations for meetings	2.1. Book meeting venue, resources, and facilities in accordance with the brief 2.2. Collate documents needed for a meeting 2.3. Distribute meeting invitations, documents and other meeting-related requirements within the timescale 2.4. Confirm meeting attendees and any special requirements

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to support the administration of meetings	3.1. Take action to ensure that the equipment allocated for use at a meeting functions correctly 3.2. Provide support to meetings in accordance with requests 3.3. Ensure the venue is restored to the required conditions after the meeting 3.4. Distribute meeting records promptly to the agreed distribution list 3.5. Carry out any follow-up actions in accordance with the brief

Unit 23: Administer human resource records

Unit number: T/506/1879

Credit: 3

GLH: 28

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the administration of human resource (HR) records	1.1. Explain what HR-related information needs to be kept and why 1.2. Explain the relationship of HR to other parts of an organisation 1.3. Describe the impact of other organisations on HR activities 1.4. Describe the features and uses of organisational systems for managing human resource information 1.5. Explain the requirements of confidentiality, data protection and system security 1.6. Describe the information to be provided for different management reports 1.7. Explain the limits of their own authority in administering HR records 1.8. Explain the implications of not keeping HR records up-to-date 1.9. Explain the actions to be taken in the event of problems arising or incomplete or inaccurate data
2. Be able to administer HR information	2.1. Keep HR records up-to-date 2.2. Process data in accordance with organisational procedures 2.3. Provide information within the limits of confidentiality 2.4. Adhere to organisational policies and procedures, legal and ethical requirements

Unit 24: Administer the recruitment and selection process

Unit number: A/506/1883

Credit: 3

GLH: 25

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the recruitment and selection process	1.1. Explain the different administrative requirements of internal and external recruitment 1.2. Describe the uses of a job description and a person specification 1.3. Explain the administrative requirements of different methods of selection 1.4. Explain the requirements of different pre-employment checks to be carried out 1.5. Explain what information needs to be communicated to successful and unsuccessful applicants at each stage of the recruitment and selection process 1.6. Explain the requirements of confidentiality, data protection and system security
2. Be able to administer the recruitment process	2.1. Check that the job or role details are correct and are in accordance with the brief 2.2. Place job advertisements in the agreed media in accordance with the timescales 2.3. Record applicant responses within the timescale 2.4. Provide requested information to applicants in accordance with organisational policies and procedures 2.5. Adhere to organisational policies and procedures, legal and ethical requirements

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to administer the selection process	3.1. Invite shortlisted applicants to participate in the selection process in accordance with organisational procedures 3.2. Co-ordinate selection arrangements in accordance with the brief 3.3. Carry out agreed pre-employment checks within the agreed timescale 3.4. Inform applicants of the outcome of their application in accordance with organisational policies and procedures 3.5. Keep selection records up-to-date

Unit 25: Administer parking dispensations

Unit number: R/506/1887

Credit: 3

GLH: 25

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the administration of parking dispensations	1.1. Explain the scope and limits of their own responsibilities and authority in issuing parking dispensations 1.2. Describe the legal and regulatory requirements relating to parking dispensations 1.3. Describe the parking dispensation eligibility criteria and checks 1.4. Describe organisational security and anti-fraud policies, procedures and processes 1.5. Describe the features of software to manage the issues of permits, season tickets, suspensions, dispensations or waivers and blue badges 1.6. Explain where to go for help when dealing with parking dispensations
2. Be able to process applications for parking dispensations	2.1. Advise customers of the eligibility criteria for parking dispensations 2.2. Determine whether customers are eligible by matching the case to the criteria 2.3. Clarify any areas of doubt or confusion with customers 2.4. Carry out relevant checks in accordance with organisational procedures and legislative procedures 2.5. Record the reasons for the decision as to whether or not to grant parking dispensations 2.6. Maintain the requirements of confidentiality and data protection

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to issue parking dispensations	3.1. Communicate the decision and return related paperwork on parking dispensations to customers in accordance with organisational procedures 3.2. Process payments and refunds in accordance with organisational procedures 3.3. Keep records up-to-date 3.4. Adhere to organisational policies and procedures, legal and ethical requirements

Unit 26: Administer finance

Unit number: R/506/1890

Credit: 4

GLH: 21

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand finance for administrators	1.1. Describe organisational hierarchy and levels of authority for financial transactions 1.2. Explain organisational systems for sales invoicing, purchasing, payments and receipts 1.3. Describe the use of a purchase order, invoice, receipts and expenses
2. Be able to administer finance	2.1. Record income and expenditure in accordance with organisational policies and procedures 2.2. Process purchase orders, invoices or expenses in accordance with organisational policies and procedures 2.3. Process outgoing payments to the correct recipient 2.4. Accept or allocate incoming payments in accordance with organisational policies

Unit 27: Buddy a colleague to develop their skills

Unit number: M/506/1895

Credit: 3

GLH: 19

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to buddy a colleague	1.1. Describe what is expected of a buddy 1.2. Explain techniques to give positive feedback and constructive criticism 1.3. Explain techniques to establish rapport with a buddy
2. Be able to plan to buddy a colleague	2.1. Agree which aspects of a colleague's work may benefit from buddying 2.2. Confirm organisational requirements for standards of behaviour, presentation, communication and performance of a buddy colleague 2.3. Agree a schedule of meetings that minimise disruption to business 2.4. Agree specific, measurable, achievable, realistic and time-bound (SMART) buddying objectives
3. Be able to support a buddy colleague carrying out work activities	3.1. Remain unobtrusive while a buddy colleague carries out their work activities 3.2. Provide examples of how to carry out tasks correctly 3.3. Identify instances of good practice and areas for improvement through observation 3.4. Praise a buddy colleague on well completed tasks 3.5. Give constructive feedback on ways in which a buddy could improve performance 3.6. Offer a buddy hints and tips based on personal experience

Unit 28: Employee rights and responsibilities

Unit number: L/506/1905

Credit: 2

GLH: 16

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the role of organisations and industries	1.1. Explain the role of their own occupation within an organisation and industry 1.2. Describe career pathways within their organisation and industry 1.3. Identify sources of information and advice on an industry, occupation, training and career pathway 1.4. Describe an organisation's principles of conduct and codes of practice 1.5. Explain issues of public concern that affect an organisation and industry 1.6. Describe the types, roles and responsibilities of representative bodies and their relevance to their own role
2. Understand employers' expectations and employees' rights and obligations	2.1. Describe the employer and employee statutory rights and responsibilities that affect their own role 2.2. Describe an employer's expectations for employees' standards of personal presentation, punctuality and behaviour 2.3. Describe the procedures and documentation that protect relationships with employees 2.4. Identify sources of information and advice on employment rights and responsibilities

Unit 29: Health and safety in a business environment

Unit number: D/506/1794

Credit: 2

GLH: 10

Level: 1

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.
Simulation can be applied to this unit.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand health and safety responsibilities in a business environment	1.1. State health and safety responsibilities of employers 1.2. State their own responsibilities for health and safety in the business environment 1.3. State the occupational health and safety guidelines to be followed when using a keyboard and visual display unit 1.4. Explain the importance of complying with health and safety requirements
2. Know how to work in a safe way in a business environment	2.1. Identify possible health and safety hazards in the business environment 2.2. Describe ways in which accidents can be avoided in the business environment 2.3. Outline why it is important to report hazards and accidents that occur in the business environment 2.4. Outline organisational emergency health and safety procedures
3. Be able to comply with health and safety requirements in a business environment	3.1. Use approved techniques to prevent strain or injury when carrying out work activities 3.2. Take action to ensure that their own conduct does not endanger others 3.3. Follow manufacturers or organisational instructions for the use of equipment, materials and products 3.4. Follow organisational procedures and legal requirements to minimise risks to health and safety

Unit 30: Use a telephone and voicemail system

Unit number: K/506/1796

Credit: 2

GLH: 20

Level: 1

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.
Simulation can be applied to this unit.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Know how to use a telephone and voicemail system	1.1. Outline how a caller's experiences affect their view of an organisation 1.2. Outline organisational standards and procedures for communicating on the telephone 1.3. State the importance of following organisational standards and procedures when making and receiving telephone calls 1.4. State organisational fault reporting procedures 1.5. Describe why it is important to follow security and data protection procedures when using a telephone system 1.6. State the information to be given out when transferring calls, taking or leaving messages 1.7. State organisational guidelines for deleting voicemail messages
2. Be able to make telephone calls	2.1. Identify the reason for making a call 2.2. Obtain the name and number(s) of the person to be contacted 2.3. Communicate information to achieve the call objective(s) 2.4. Communicate in a way that meets organisational standards and guidelines

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to receive telephone calls	3.1. Identify the caller in accordance with organisational procedures 3.2. Deal with calls in accordance with organisational procedures 3.3. Pass calls to the right person/department 3.4. Take messages when the person to be contacted is unavailable 3.5. Represent an organisation in a way that meets the required standards and guidelines
4. Be able to use voicemail systems	4.1. Use voicemail systems in accordance with manufacturers' instructions 4.2. Keep the voicemail message system up to date 4.3. Pass on accurate messages in accordance with organisational policies

Unit 31: Meet and welcome visitors in a business environment

Unit number: A/506/1799

Credit: 2

GLH: 20

Level: 1

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.
Simulation can be applied to this unit.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Know how to meet visitors in a business environment	1.1. State an organisation's procedures for dealing with visitors 1.2. Describe the standards of personal behaviour and presentation that an organisation should expect from staff that meet and welcome visitors 1.3. Identify any organisational health, safety and security requirements relevant to visitors 1.4. Describe what to do and who to contact when problems with visitors arise
2. Be able to meet visitors in a business environment	2.1. Welcome visitors politely in accordance with organisational standards 2.2. Confirm the identity of visitors and the reasons for their visit 2.3. Check that any health, safety and security actions are carried out 2.4. Record visitors' arrival and departure in accordance with organisational procedures 2.5. Inform those who are being visited of the arrival of their visitor(s) in accordance with organisational standards 2.6. Present a positive personal image in accordance with organisational standards

Unit 32: Develop a presentation

Unit number: K/506/1913

Credit: 3

GLH: 11

Level: 3

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to develop a presentation	1.1. Explain best practice in developing presentations 1.2. Explain who needs to be consulted on the development of a presentation 1.3. Explain the factors to be taken into account in developing a presentation 1.4. Analyse the advantages and limitations of different communication media
2. Be able to develop a presentation	2.1. Identify the purpose, content, style, timing and audience for a presentation 2.2. Select a communication media that is appropriate to the nature of a presentation, message and audience 2.3. Tailor a presentation to fit the timescale and audience's needs 2.4. Prepare a presentation that is logically structured, summarises the content and addresses the brief 2.5. Take action to ensure that a presentation adheres to organisational guidelines and policies 2.6. Develop materials that support the content of a presentation

Unit 33: Deliver a presentation

Unit number: M/506/1914

Credit: 3

GLH: 17

Level: 3

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the principles underpinning the delivery of presentations	1.1. Analyse the advantages and limitations of different methods of, and media for, making presentations 1.2. Explain how the type and size of the audience affects the delivery of a presentation 1.3. Explain the factors to be taken into account in developing contingency plans when delivering presentations 1.4. Explain voice projection and timing techniques when delivering presentations 1.5. Explain the factors to be taken into account in responding to questions from an audience 1.6. Explain different methods for evaluating the effectiveness of a presentation
2. Be able to prepare to deliver a presentation	2.1. Confirm the layout of the venue and correct functioning of equipment and resources prior to making a presentation 2.2. Develop contingency plans for potential equipment and resource failure 2.3. Take action to ensure that the presentation fits the time slot available

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to deliver a presentation	3.1. Speak clearly and confidently, using language that is appropriate for the topic and the audience 3.2. Vary their voice tone, pace and volume appropriately when delivering a presentation 3.3. Use body language in a way that reinforces messages 3.4. Use equipment and resources effectively when delivering a presentation 3.5. Deliver a presentation within the agreed timeframe 3.6. Respond to questions in a way that meets the audience's needs 3.7. Evaluate the effectiveness of a presentation

Unit 34: Contribute to the development and implementation of an information system

Unit number: A/506/1916

Credit: 6

GLH: 21

Level: 3

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the design and implementation of an information system	1.1. Explain the types of information to be managed by a system 1.2. Explain how information will be used and by whom 1.3. Explain who needs to be consulted in the design and implementation of an information system and why 1.4. Explain the impact of legal and organisational security and confidentiality requirements for the design and implementation of an information system
2. Be able to contribute to the development of an information system	2.1. Confirm the purpose, use and features of an information system 2.2. Identify the information that will be managed by the system 2.3. Confirm requirements for reporting information 2.4. Recommend the functions that will be used to manipulate and report information 2.5. Develop guidance for the use of an information system that is accurate and easy to understand 2.6. Recommend user access and security levels for the information system 2.7. Make contributions to the development of an information system that are consistent with business objectives and values and within budgetary constraints 2.8. Participate in system tests in accordance with the specification

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to contribute to the implementation of an information system	3.1. Implement the information system in accordance with the plan, minimising disruption to business 3.2. Confirm that staff are trained to use the system prior to its launch 3.3. Resolve or report problems or faults with the information system within the limits of their own authority 3.4. Adhere to organisational policies and procedures, and legal and ethical requirements in the implementation of an information system

Unit 35: Monitor information systems

Unit number: F/506/1917

Credit: 8

GLH: 43

Level: 3

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how information systems are used	1.1. Explain how the intended use of reports affects the choice of format and language 1.2. Explain how the audience of reports affects the choice of format and language 1.3. Explain the features of different problem-solving techniques related to information systems 1.4. Evaluate the suitability of possible problem-solving actions related to information systems 1.5. Explain techniques to validate the reliability of information 1.6. Analyse the suitability of different evaluation techniques related to information systems 1.7. Assess the potential consequences of breaches of confidentiality 1.8. Evaluate the potential consequences of publishing reports containing inaccurate or unsubstantiated information

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
2. Be able to monitor information systems	2.1. Develop a plan to monitor information systems that specifies objectives, scope, timescale, resource implications, the techniques to be used and reporting requirements 2.2. Carry out monitoring activities in accordance with the plan 2.3. Provide training and support to system users that is appropriate to their needs 2.4. Identify the cause of problems with an information system 2.5. Suggest solutions to problems with an information system 2.6. Recommend adaptations to the system in response to identified problems or developments 2.7. Adhere to organisational policies and procedures, and legal and ethical requirements when monitoring information systems

Unit 36: Analyse and present business data

Unit number: M/506/1945

Credit: 6

GLH: 24

Level: 3

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the analysis and presentation of business data	1.1. Explain the uses and limitations of primary and secondary data 1.2. Explain the uses and limitations of quantitative and qualitative data 1.3. Evaluate the issues relating to the validity and reliability of data and its analysis 1.4. Explain the use of IT tools to carry out research 1.5. Assess the risks attached to making judgments based on limited or unrepresentative samples 1.6. Assess the risks attached to generalizing research findings 1.7. Explain different formats and techniques for the presentation of the analysis
2. Be able to analyse quantitative and qualitative business data	2.1. Agree the parameters of the analysis 2.2. Clarify any ethical requirements of the analysis 2.3. Organise the data in a way that will facilitate its analysis 2.4. Select valid and reliable data analysis methods and techniques that are appropriate to the data and analysis objectives 2.5. Apply analytical techniques that are appropriate to the purpose of the research and the nature of the data 2.6. Confirm the accuracy of data analysis and make necessary adjustments 2.7. Draw conclusions that are valid and supported by evidence

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Be able to present the analysis of business data	3.1. Present data in the agreed reporting format and house style 3.2. Acknowledge the limitations of the analysis 3.3. Reference data sources

Unit 37: Using Email

Unit number: M/502/4300

Credit: 3

GLH: 20

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Use e-mail software tools and techniques to compose and send messages	1.1. Select and use software tools to compose and format e-mail messages, including attachments 1.2. Determine the message size and how it can be reduced 1.3. Send e-mail messages to individuals and groups 1.4. Describe how to stay safe and respect others when using e-mail 1.5. Use an address book to organise contact information
2. Manage incoming e-mail effectively	2.1. Follow guidelines and procedures for using e-mail 2.2. Read and respond to e-mail messages appropriately 2.3. Use email software tools and techniques to automate responses 2.4. Describe how to archive e-mail messages, including attachments 2.5. Organise, store and archive e-mail messages effectively 2.6. Respond appropriately to e-mail problems

Unit 38: Word Processing Software

Unit number: R/502/4628

Credit: 4

GLH: 30

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Enter and combine text and other information accurately within word processing documents	1.1. Identify what types of information are needed in documents 1.2. Use appropriate techniques to enter text and other information accurately and efficiently 1.3. Select and use appropriate templates for different purposes 1.4. Identify when and how to combine and merge information from other software or other documents 1.5. Select and use a range of editing tools to amend document content 1.6. Combine or merge information within a document from a range of sources 1.7. Store and retrieve document and template files effectively, in line with local guidelines and conventions where available
2. Create and modify layout and structures for word processing documents	2.1. Identify the document requirements for structure and style 2.2. Identify what templates and styles are available and when to use them 2.3. Create and modify columns, tables and forms to organise information 2.4. Select and apply styles to text

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Use word processing software tools to format and present documents effectively to meet requirements	3.1. Identify how the document should be formatted to aid meaning 3.2. Select and use appropriate techniques to format characters and paragraphs 3.3. Select and use appropriate page and section layouts to present and print documents 3.4. Describe any quality problems with documents 3.5. Check documents meet needs, using IT tools and making corrections as necessary 3.6. Respond appropriately to quality problems with documents so that outcomes meet needs

Unit 39: Website Software

Unit number: R/502/4631

Credit: 4

GLH: 30

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Create structures and styles for websites	1.1. Describe what website content and layout will be needed for each page 1.2. Plan and create web page templates to layout 1.3. Select and use website features and structures to help the user navigate round web pages within the site 1.4. Create, select and use styles to keep the appearance of web pages consistent and make them easy to understand 1.5. Describe how copyright and other constraints may affect the website 1.6. Describe what access issues may need to be taken into account 1.7. Describe what file types to use for saving content 1.8. Store and retrieve files effectively, in line with local guidelines and conventions where available

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
2. Use website software tools to prepare content for websites	2.1. Prepare content for web pages so that it is ready for editing and formatting 2.2. Organise and combine information needed for web pages including across different software 2.3. Select and use appropriate editing and formatting techniques to aid both clarity and navigation 2.4. Select and use appropriate development techniques to link information across pages 2.5. Change the file formats appropriately for content 2.6. Check web pages meet needs, using IT tools and making corrections as necessary
3. Publish websites	3.1. Select and use appropriate testing methods to check that all elements of websites are working as planned 3.2. Identify any quality problems with websites and how to respond to them 3.3. Select and use an appropriate programme to upload and publish the website 3.4. Respond appropriately to problems with multiple page websites

Unit 40: Spreadsheet Software

Unit number: F/502/4625

Credit: 4

GLH: 30

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Use a spreadsheet to enter, edit and organise numerical and other data	1.1. Identify what numerical and other information is needed in the spreadsheet and how it should be structured 1.2. Enter and edit numerical and other data accurately 1.3. Combine and link data across worksheets 1.4. Store and retrieve spreadsheet files effectively, in line with local guidelines and conventions where available
2. Select and use appropriate formulas and data analysis tools to meet requirements	2.1. Identify which tools and techniques to use to analyse and manipulate data to meet requirements 2.2. Select and use a range of appropriate functions and formulas to meet calculation requirements 2.3. Use a range of tools and techniques to analyse and manipulate data to meet requirements

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Select and use tools and techniques to present and format spreadsheet information	3.1. Plan how to present and format spreadsheet information effectively to meet needs 3.2. Select and use appropriate tools and techniques to format spreadsheet cells, rows, columns and worksheets 3.3. Select and format an appropriate chart or graph type to display selected information 3.4. Select and use appropriate page layout to present and print spreadsheet information 3.5. Check information meets needs, using spreadsheet tools and making corrections as necessary 3.6. Describe how to find errors in spreadsheet formulas 3.7. Respond appropriately to any problems with spreadsheets

Unit 41: Presentation Software

Unit number: M/502/4622

Credit: 4

GLH: 30

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Input and combine text and other information within presentation slides	1.1. Identify what types of information are required for the presentation 1.2. Enter text and other information using layouts appropriate to type of information 1.3. Insert charts and tables into presentation slides 1.4. Insert images, video or sound to enhance the presentation 1.5. Identify any constraints which may affect the presentation 1.6. Organise and combine information of different forms or from different sources for presentations 1.7. Store and retrieve presentation files effectively, in line with local guidelines and conventions where available
2. Use presentation software tools to structure, edit and format slide sequences	2.1. Identify what slide structure and themes to use 2.2. Select, change and use appropriate templates for slides 2.3. Select and use appropriate techniques to edit slides and presentations to meet needs 2.4. Select and use appropriate techniques to format slides and presentations 2.5. Identify what presentation effects to use to enhance the presentation 2.6. Select and use animation and transition effects appropriately to enhance slide sequences

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Prepare slideshow for presentation	3.1. Describe how to present slides to meet needs and communicate effectively 3.2. Prepare slideshow for presentation 3.3. Check presentation meets needs, using IT tools and making corrections as necessary 3.4. Identify and respond to any quality problems with presentations to ensure that presentations meet needs

Unit 42: Bespoke Software

Unit number: F/502/4396

Credit: 3

GLH: 20

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Input and combine information using bespoke applications	1.1. Input relevant information accurately so that it is ready for processing 1.2. Select and use appropriate techniques to link and combine information of different forms or from different sources within the software 1.3. Respond appropriately to data entry error messages
2. Use appropriate structures to organise and retrieve information efficiently	2.1. Describe what functions to apply to structure and layout information effectively 2.2. Select and use appropriate structures and/or layouts to organise information 2.3. Apply local and/or legal guidelines and conventions for the storage and use of data where available
3. Use the functions of the software effectively to process and present information	3.1. Select and use appropriate tools and techniques to edit, process and format information 3.2. Check information meets needs, using IT tools and making corrections as necessary 3.3. Select and use appropriate methods to present information

Unit 43: Data Management Software

Unit number: J/502/4559

Credit: 3

GLH: 20

Level: 2

See IT User Assessment Strategy available from E-Skills.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Enter, edit and maintain data records in a data management system	1.1. Describe the risks to data security and procedures used for data protection 1.2. Enter data accurately into groups of records to meet requirements 1.3. Locate and amend data associated with groups of records 1.4. Check data records meet needs, using IT tools and making corrections as necessary 1.5. Respond appropriately to data entry and other error messages 1.6. Apply local and/or legal guidelines for the storage and use of data where available
2. Retrieve and display data records to meet requirements	2.1. Identify what queries and reports need to be run to output the required information 2.2. Select and use queries to search for and retrieve information to meet given requirements 2.3. Create and view reports to output information from the system to meet given requirements

Unit 44: Deliver customer service

Unit number: A/506/2130

Credit: 5

GLH: 27

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand customer service delivery	1.1. Explain the relationship between customers' needs and expectations and customer satisfaction 1.2. Describe the features and benefits of an organisation's products and/or services 1.3. Explain the importance of treating customers as individuals 1.4. Explain the importance of balancing promises made to customers with the needs of an organisation 1.5. Explain when and to whom to escalate problems 1.6. Describe methods of measuring their own effectiveness in the delivery of customer service
2. Understand the relationship between customer service and a brand	2.1. Explain the importance of a brand to an organisation 2.2. Explain how a brand affects an organisation's customer service offer 2.3. Explain the importance of using customer service language that supports a brand promise 2.4. Identify their own role in ensuring that a brand promise is delivered
3. Be able to prepare to deal with customers	3.1. Keep up to date with an organisation's products and/or services 3.2. Prepare resources that are necessary to deal with customers before starting work

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Be able to provide customer service	4.1. Maintain organisational standards of presentation and behaviour when providing customer service 4.2. Adapt their own behaviour to meet customers' needs or expectations 4.3. Respond to customers' requests in line with organisational guidelines 4.4. Inform customers of the progress of their requests 4.5. Confirm that customers' expectations have been met in line with the service offer 4.6. Adhere to organisational policies and procedures, legal and ethical requirements when providing customer service
5. Be able to support improvements to customer service delivery	5.1. Identify ways that customer service could be improved for an organisation and individuals 5.2. Share information and ideas with colleagues and/or service partners to support the improvement of service delivery

Unit 45: Process information about customers

Unit number: R/506/2134

Credit: 3

GLH: 14

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to process customer information	1.1. Describe the functions of customer information systems 1.2. Explain the way in which legislation and regulatory requirements affect the processing of customer information 1.3. Explain different responsibilities and levels of authority for processing customer service information 1.4. Explain the reliability of sources of customer information 1.5. Explain the validity of customer information
2. Be able to process customer information	2.1. Record information about customers in line with organisational standards and procedures 2.2. Keep customer information up to date 2.3. Respond to requests for customer information from authorised people in a timely manner 2.4. Retrieve customer information that meets the requirements of the request 2.5. Supply customer information in a format appropriate for the recipient 2.6. Adhere to organisational policies and procedures, legal and ethical requirements when processing customer information

Unit 46: Develop customer relationships

Unit number: Y/506/2149

Credit: 3

GLH: 18

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to develop customer relationships	1.1. Describe the importance of developing relationships with customers 1.2. Explain the value of customer loyalty and retention 1.3. Explain how customers' expectations may change over time 1.4. Explain the use of customer feedback as a means of developing customer relationships 1.5. Explain the limits of their own authority to make alternative service offers to customers 1.6. Describe the use of Customer Relationship Management systems and processes to meet customers' expectations 1.7. Explain the importance of regular communication in the development of both internal and external customer relationships
2. Be able to develop relationships with customers	2.1. Give help and information that meets or exceeds customers' expectations 2.2. Identify new ways of helping customers based on their feedback 2.3. Share feedback from customers with others 2.4. Identify added value that the organisation could offer customers 2.5. Bring to customers' attention products or services that may interest them

Unit 47: Participate in a project

Unit number: F/506/1934

Credit: 3

GLH: 19

Level: 3

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to manage a project	1.1. Explain the features of a project business case 1.2. Explain the stages of a project lifecycle 1.3. Explain the roles of people involved in a project 1.4. Explain the uses of project-related information 1.5. Explain the advantages and limitations of different project monitoring techniques 1.6. Analyse the interrelationship of project scope, schedule, finance, risk, quality and resources
2. Be able to support the delivery of a project	2.1. Fulfil their role in accordance with a project plan 2.2. Collect project-related information in accordance with project plans 2.3. Use appropriate tools to analyse project information 2.4. Report on information analysis in the agreed format and timescale 2.5. Draw issues, anomalies and potential problems to the attention of project managers 2.6. Adhere to organisational policies and procedures, legal and ethical requirements in supporting the delivery of a project

Unit 48: Processing customers' financial transactions

Unit number: F/601/8320

Credit: 4

GLH: 8

Level: 2

All Assessment Criteria must be met and assessed in line with Skills CFA's Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Be able to deal with customer transactions and documentation	1.1. Receive payments from and/or make payments to customers 1.2. Confirm that amounts and balances are accurate 1.3. Process payments accurately in accordance with the organisation's procedures 1.4. Recognise discrepancies in documentation and take appropriate action 1.5. Make sure that all documentation, entries and records are accurate and legible
2. Be able to comply with all codes, laws and regulatory requirements	2.1. Follow the organisation's systems, procedures and organisational timescales 2.2. Explain the organisation's customer service and complaints procedure 2.3. Act within personal authority limits and recognising when to refer to others 2.4. Explain the sources of information and advice within the organisation 2.5. Identify the different methods of receiving financial information 2.6. Comply with legal requirements, industry regulations, organisational policies and professional codes 2.7. Explain the organisation's requirements relating to the application of codes, laws and regulatory requirements and their impact on the job role

Unit 49: Payroll Processing

Unit number: T/505/1238

Credit: 5

GLH: 20

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Be able to use HMRC approved tools to calculate income tax	1.1. Apply the tax code for an employee from given information 1.2. Process pre-tax deductions correctly 1.3. Process accurately a variety of Tax Codes using HMRC approved tools : • standard suffix codes operated on a cumulative or non-cumulative basis • BR code operated on a cumulative basis. • NT • OT • D0 • D1 1.4. Identify the authority required to change an employee's tax code and process the change accurately
2. Be able to determine national insurance contributions to be deducted from gross pay	2.1. Process accurately for NI categories A, C and D, using approved HMRC Tools: • employee NI contributions • employer NI Contributions
3. Be able to determine voluntary deductions and non-standard statutory deductions	3.1. Process voluntary deductions in an appropriate way 3.2. Process other statutory deductions: • Deductions from earnings orders • Scottish arrestment orders • Student loan repayments
4. Be able to produce relevant pay period reports	4.1. Produce a P11 or equivalent 4.2. Produce payslips or equivalent, to detail statutory, non-statutory and organisational information regarding employees' individual pay. 4.3. Produce payment schedules for different methods of making payments to employees

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
5. Be able to record and reconcile payments and deductions to employees and external agencies	5.1. Produce an internal payroll summary to record and itemise payments and deductions, including employer's NIC 5.2. Reconcile payments and deductions made from employees pay with the total payroll 5.3. Prepare Employer Payment Summaries in line with the tax authority's requirements

Unit 50: Understand the use of research in business

Unit number: A/506/1818

Credit: 6

GLH: 40

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the research process	1.1. Describe the main stages in the research process 1.2. Explain the importance of scoping research and setting the research objectives 1.3. Explain the importance of identifying the limitations of research methods 1.4. Explain the difference between primary and secondary research 1.5. Describe the difference between quantitative and qualitative research methods 1.6. Describe the advantages and disadvantages of different research methods 1.7. Describe the use of different analytical techniques in the research process 1.8. Explain the importance of validity and reliability in the research process
2. Understand how to use research in business	2.1. Outline the limitations of applying research outcomes 2.2. Explain why and how to use sources of current and archived business information 2.3. Explain how to validate research information 2.4. Describe the purpose and applications of research in business 2.5. Describe organisational conventions and formats for presenting research reports 2.6. Explain the organisational policy for acknowledging sources of information 2.7. Explain ways in which ethics can affect the conduct and use of research

Unit 51: Understand the legal context of business

Unit number: D/506/1939

Credit: 6

GLH: 44

Level: 3

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the legal framework within which businesses operate	1.1. Explain the legal requirements of different types of business 1.2. Describe the roles and powers of government departments and agencies in regulating business 1.3. Explain the legal provisions relating to intellectual property
2. Understand the principles of business governance	2.1. Explain the corporate governance statutory framework of a business 2.2. Explain the roles and responsibilities of an organisation's governing body 2.3. Explain the financial reporting requirements of an organisation
3. Understand how contract law affects a business	3.1. Explain the elements of a valid business contract 3.2. Analyse different types of contracts 3.3. Explain the difference between negligence and liability 3.4. Explain the liabilities and entitlements of sellers and purchasers of goods and services

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Understand the requirements of employment law	4.1. Describe the sources, institutions and enforcement systems for individual employment rights 4.2. Explain the features of types of worker and employment contracts for service 4.3. Explain the implications of contracts of service and contracts for service 4.4. Explain the implications of different types of employment status 4.5. Explain the requirements for an organisation for health and safety 4.6. Explain the requirements for an organisation for equality and diversity 4.7. Explain the implications for an organisation of wrongful dismissal, unfair dismissal and redundancy 4.8. Describe the impact of human rights legislation on the employment relationship

Unit 52: Principles of customer relationships

Unit number: K/503/8194

Credit: 3

GLH: 18

Level: 2

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand customers and their needs	1.1. Describe the importance of understanding customers' wants and needs 1.2. Explain the role of segmentation in identifying customers' likely wants and needs 1.3. Describe the factors that motivate customers to buy 1.4. Explain the importance of seeking customer feedback on performance, products and/or services
2. Understand an organisation's responses to customer relationships	2.1. Describe an organisation's marketing objectives and activities 2.2. Explain the importance of developing customer service plans and customer relationship plans 2.3. Describe an organisation's system for relationship management 2.4. Describe an organisation's customer care programme 2.5. Describe the system for communicating with customers 2.6. Explain the importance of a consistent level of service 2.7. Explain the link between customer satisfaction and sales growth 2.8. Explain the importance of using customer feedback to enhance performance, products and/or services

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Understand the principles of customer relationship management	3.1. Explain the concept and principles of relationship management 3.2. Explain the importance of keeping promises made to customers 3.3. Explain the importance of balancing customers' needs with those of the organisation 3.4. Explain the importance of keeping customers informed of progress, problems, issues and the actions undertaken in support of them 3.5. Explain how to identify added value that could be offered to customers

Unit 53: Principles of team leading

Unit number: R/506/2294

Credit: 5

GLH: 37

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand leadership styles in organisations	1.1. Describe characteristics of effective leaders 1.2. Describe different leadership styles 1.3. Describe ways in which leaders can motivate their teams 1.4. Explain the benefits of effective leadership for organisations
2. Understand team dynamics	2.1. Explain the purpose of different types of teams 2.2. Describe the stages of team development and behaviour 2.3. Explain the concept of team role theory 2.4. Explain how the principle of team role theory is used in team building and leadership 2.5. Explain typical sources of conflict within a team and how they could be managed
3. Understand techniques used to manage the work of teams	3.1. Explain the factors to be taken into account when setting targets 3.2. Describe a range of techniques to monitor the flow of work of a team 3.3. Describe techniques to identify and solve problems within a team
4. Understand the impact of change management within a team	4.1. Describe typical reasons for organisational change 4.2. Explain the importance of accepting change positively 4.3. Explain the potential impact on a team of negative responses to change 4.4. Explain how to implement change within a team

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
5. Understand team motivation	5.1. Explain the meaning of the term “motivation” 5.2. Explain factors that affect the level of motivation of team members 5.3. Describe techniques that can be used to motivate team members 5.4. Explain how having motivated staff affects an organisation

Unit 54: Principles of equality and diversity in the workplace

Unit number: J/506/1806

Credit: 2

GLH: 10

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the implications of equality legislation	1.1. Define the concept 'equality and diversity' 1.2. Describe the legal requirements for equality of opportunity 1.3. Describe the role and powers of organisations responsible for equality 1.4. Explain the benefits of equal opportunities and diversity 1.5. Explain the potential consequences for an organisation of failing to comply with equality legislation
2. Understand organisational standards and expectations for equality and diversity and context in the workplace	2.1. Explain how organisational policies on equality and diversity translate into day to day activity in the workplace 2.2. Describe their own responsibilities for equality and diversity in the workplace 2.3. Describe behaviours that support equality, diversity and inclusion in the workplace

Unit 55: Principles of marketing theory

Unit number: D/502/9928

Credit: 4

GLH: 30

Level: 2

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand how to segment the market	1.1. Explain the importance of defining market segments 1.2. Describe the difference between market segments and customer classifications 1.3. Explain how to cluster customers with similar characteristics 1.4. Describe how a range of products may appeal to different market segments 1.5. Describe the importance of valid and reliable marketing data to segmenting the market 1.6. Explain the strengths and weaknesses of different marketing data collection methods 1.7. Describe the use of Customer Relationship Management (CRM) activities and systems
2. Understand the value of marketing	2.1. Describe the role of marketing in enhancing the sale of products and/or services 2.2. Explain the significance of customer loyalty to the achievement of marketing objectives 2.3. Explain the role of performance indicators and evaluation arrangements 2.4. Describe the factors to be taken into account when assessing the cost and value of marketing activities 2.5. Explain the significance of brand and reputation to sales performance

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
3. Understand the principles of socially responsible marketing	3.1. Explain the scope and purpose of socially responsible marketing 3.2. Explain the importance of involving stakeholders in socially responsible marketing activities 3.3. Explain how core values are expressed through coherent branding and chosen communication methods 3.4. Explain the requirements of socially responsible marketing campaigns

Unit 56: Principles of digital marketing

Unit number: D/502/9931

Credit: 5

GLH: 40

Level: 2

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the role of digital marketing	1.1. Explain the role of digital marketing within the overall marketing strategy 1.2. Explain the strengths and weaknesses of digital marketing 1.3. Explain the importance of targeted digital marketing 1.4. Describe the sources of data lists for use in targeting customers and potential customers 1.5. Explain the legal requirements and implications of digital marketing 1.6. Describe the importance of digital data capture systems for digital marketing
2. Understand the use of search engine optimisation (SEO)	2.1. Describe the use of SEO 2.2. Explain the importance of SEO 2.3. Explain the advantages and disadvantages of links to other websites
3. Understand the requirements of marketing research using the internet	3.1. Explain how to use search-related internet facilities to enable the identification and retrieval of targeted information 3.2. Explain the advantages and disadvantages of different internet data collection sources 3.3. Explain the importance of confirming the accuracy of information retrieved from the internet

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Understand the uses of digital marketing devices and messages	4.1. Describe the potential uses of a Customer Relationship Management (CRM) system 4.2. Explain the importance of data cleansing 4.3. Describe the use of digital marketing devices 4.4. Describe the use of digital response systems 4.5. Explain the advantages and disadvantages of different tracking systems
5. Understand how to use digital technology for marketing purposes	5.1. Explain how to use a CRM system 5.2. Explain how to maintain the currency and accuracy of digital databases 5.3. Explain the advantages and disadvantages of different digital technologies 5.4. Describe the importance of tailoring messages to different digital media 5.5. Explain the potential for marketing to social networking sites 5.6. Explain how to prevent marketing messages being identified as “spam”

Unit 57: Understand working in a customer service environment

Unit number: L/506/2083

Credit: 3

GLH: 25

Level: 1

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Know the importance of customer service	1.1. State what is meant by “customer service” 1.2. State why effective customer service is important to an organisation
2. Know the factors affecting customer service	2.1. Outline the difference between an internal and an external customer 2.2. State how to identify customers’ needs and expectations 2.3. List information sources needed to deliver reliable customer service 2.4. Describe the relationship between customer expectations and customer satisfaction
3. Know how to work in a customer service role	3.1. Identify personal behaviours that can positively affect customers’ perceptions of an organisation and its products and/or services 3.2. Identify the job roles within a team delivering customer service 3.3. State the standards of personal presentation and behaviour expected by customer service staff in different organisations 3.4. State standards and practices that relate to a service offer within different types of organisation 3.5. Describe how legislation and organisational requirements affect what can be promised or carried out in a customer service role 3.6. Describe the procedures for protecting customers’ personal information and safety 3.7. State the importance of protecting customers’ personal information and safety

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Know how to refer customer queries and problems to others	4.1. Describe types of customer behaviour that show when a customer is dissatisfied 4.2. State the procedures to be followed when dealing with customer queries or problems 4.3. State to whom to refer customer queries and problems

Unit 58: Know how to publish, integrate and share using social media

Unit number: R/505/3515

Credit: 5

GLH: 40

Level: 2

Assessment guidance is provided in a separate document available from ProQual.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Know the current social networks used to publish, integrate and share online	1.1. Identify the main social media networks in current use 1.2. Describe the main features of each social media network identified 1.3. Describe why they would use each of the social media networks identified 1.4. Explain the purpose of a 'social aggregator' tool 1.5. Describe how blogs give individuals a voice on the Web 1.6. Explain how professionals make connections using social media networks

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
2. Understand how social media is used by individuals, organisations/businesses, governments and social groups	<p>2.1. Describe why</p> <ul style="list-style-type: none"> • individuals • organisations/businesses • governments • social groups <p>use social media networking sites</p> <p>2.2. Explain the advantages and typical components of a social media user profile</p> <p>2.3. Identify the benefits of using social media networking for:</p> <ul style="list-style-type: none"> • individuals • organisations/businesses • governments • social groups <p>2.4. Identify the risks of using social media networking for:</p> <ul style="list-style-type: none"> • individuals • organisations/businesses • governments • social groups <p>2.5. Describe how social media networks monitor engagement with their websites</p> <p>2.6. Describe the advantages of podcasting</p> <p>2.7. Explain why organisations have social media policies</p>
3. Understand best practices for safe social networking	<p>3.1. Describe appropriate precautions to ensure their own safety and privacy</p> <p>3.2. Describe how to protect personal information when engaging with social media websites</p> <p>3.3. Identify legal constraints on the uploading and downloading of software and other digital content</p>

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Use browser software to communicate information online	4.1. Select and use appropriate tools and techniques to communicate information online 4.2. Use browser tools to share information sources with others 4.3. Submit information online 4.4. Identify opportunities to create, post or publish material to social media websites
5. Understand the need for safety and security practices	5.1. Describe the danger of computer viruses and how to minimise risks 5.2. Describe how to minimise threats to information security when online 5.3. Describe how to minimise the threats to user safety when online 5.4. Describe where to access online help and information when using social media networks

Unit 59: Exploring Social Media

Unit number: F/505/6880

Credit: 2

GLH: 16

Level: 2

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand the opportunities and threats associated with using social media.	1.1. Describe the positive and negative aspects of using social media. 1.2. Describe how to minimise risks associated with using social media.
2. Understand the application of social media.	2.1. Describe how various social media sites may be used by groups, individuals, businesses and organisations. 2.2. Demonstrate the use of various social media sites to communicate and upload content including: a) Facebook b) Blogging c) Twitter d) YouTube 2.3. Describe how businesses and organisations may use social media to promote products and services.

Unit 60: Understand the safe use of online and social media platforms

Unit number: L/505/3514

Credit: 4

GLH: 35

Level: 2

Assessment guidance provided in a separate document available from ProQual.

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
1. Understand that information stored on personal computers and mobile devices must be safeguarded	<p>1.1. Identify the potential risks to information security of using personal computers and mobile devices for:</p> <ul style="list-style-type: none"> • using email • web browsing • banking online • shopping online • social networking <p>1.2. Describe the security risks associated with:</p> <ul style="list-style-type: none"> • hardware • software • social media networking • access to malicious websites • access to inappropriate material published on the Internet • corrupted or infected email attachments <p>1.3. Explain the importance of controlling access to hardware, software and stored data</p> <p>1.4. Describe the common types of scams and frauds:</p> <ul style="list-style-type: none"> • phishing • pharming • hacking <p>1.5. Explain the importance of developing and maintaining safe ICT user habits</p>

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
2. Know how to select and use appropriate security methods to safeguard systems and data	2.1. Describe security techniques/measures that can protect personally accessed software and data, such as login identity and passwords 2.2. Describe common ways of controlling access to hardware, software and data 2.3. Identify ways to protect data and software 2.4. Describe the term 'virus' and give examples of different types 2.5. Describe the purpose of anti-virus software 2.6. Explain why anti-virus software should be regularly updated 2.7. Explain the importance of backing up and safely storing data
3. Understand the threats to personal safety when using the Internet	3.1. Describe the forms and features of: <ul style="list-style-type: none"> • cyberbullying • grooming • stalking • criminal activities • inappropriate contact • inappropriate content 3.2. Identify when and how to report online safety issues 3.3. Describe the risks and consequences of: <ul style="list-style-type: none"> • identity theft • identity fraud 3.4. Describe how user accounts can be used as a security measure when computers are used by more than one person 3.5. Explain the importance of setting parental controls on personal computers, mobile and media devices 3.6. Explain how to set up parental controls on: <ul style="list-style-type: none"> • personal computers • tablets • mobile phones

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
4. Know how to protect their online devices against fraud and security attacks	4.1. Set up security measures to protect their personal computers and mobile devices against fraud and security threats 4.2. Describe measures that can help to protect their personal information 4.3. Describe the risks posed by unsolicited email and measures that can reduce the risks 4.4. Identify the security threats when accessing public WiFi networks
5. Understand the implications of entering personal information onto social media networking sites	5.1. Explain the concept of no 'take backs' once information is posted online 5.2. Identify who can view information posted onto social media networking websites 5.3. Explain the privacy issues of using social media websites 5.4. Describe formal and informal conventions, or netiquette, which should be observed when communicating online 5.5. Describe the potential consequences of posting their personal information onto social media websites 5.6. Identify the security risks of adding geographic identity or location to material they upload to the Internet

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
6. Understand legal measures that address the protection of data	<p>6.1. Identify relevant legislation and guidelines relating to</p> <ul style="list-style-type: none"> • downloading images and files from the Internet • data protection <p>6.2. Identify data protection issues around the use of social media</p> <p>6.3. Describe what is meant by the following terms:</p> <ul style="list-style-type: none"> • copyright • plagiarism • intellectual property <p>6.4. Explain why organisations develop and adopt policies for the acceptable use of ICT</p> <p>6.5. Describe the common components of an Acceptable Use Policy</p>

Assessment/Action Plan Sheet

Learner Name		Assessor Name				
Target set Learning Outcome/ Assessment Criteria	Agreed activity/evidence		Target date	Assessment Method	Target Achieved	Completed (assessor signature)
Learner Signature		Date		Planned next visit:		
Assessor Signature		Date				


Assessment Record Sheet

Learner		Assessor	
Date		Location	
Assessment Method			
EV Ref	Details of the type of evidence and assessment criteria covered		
Assessor Signature:			
Learner/Witness Signature:			

Assessment method key:					
Obs	Observation	Sim	Simulation/assignment	O	Other
Pe	Product evidence	Wt	Witness testimony	PD	Professional
Q	Questioning	R	RPL		Discussion

Evidence Tracking Sheet

Learner Name <input type="text"/>				
Centre Name <input type="text"/>				
Unit name: <input type="text"/> Unit no: <input type="text"/>				
Assessment Criteria				
Learning Outcome	Assessment Criteria	Evidence Type	Evidence Reference	Date
1.	1.1	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.2	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.3	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.4	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.5	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.6	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.7	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1.8	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	2.1	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.2	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.3	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.4	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.5	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.6	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.7	<input type="text"/>	<input type="text"/>	<input type="text"/>
	2.8	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	3.1	<input type="text"/>	<input type="text"/>	<input type="text"/>
	3.2	<input type="text"/>	<input type="text"/>	<input type="text"/>
	3.3	<input type="text"/>	<input type="text"/>	<input type="text"/>

Assessment method key:

Obs Observation
 Pe Product evidence
 Q Questioning
 Sim Simulation/assignment

Wt Witness testimony
 R RPL
 O Other
 PD Professional Discussion

Learner Signature Date:

Assessor Signature Date:

IQA Signature (if sampled) Date:

EQS Signature (if sampled) Date:
