

ICTQual AB



Qualification Specification

ICTQual AB Level 3 Diploma in Business Management



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ICTQual AB's

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Qualification Specification about

ICTQual AB Level 3 Diploma in Business Management

About ICTQual AB's

ICTQual AB is a distinguished awarding body based in the United Kingdom, dedicated to fostering excellence in education, training, and skills development. Committed to global standards, ICTQual AB's provides internationally recognized qualifications that empower individuals and organizations to thrive in an increasingly competitive world. Their offerings span diverse industries, including technical fields, health and safety, management, and more, ensuring relevance and adaptability to modern workforce needs.

ICTQual AB's delivers high-quality educational solutions through a network of Approved Training Centres worldwide. Their robust standards and innovative teaching methodologies equip learners with practical knowledge and skills for personal and professional growth. With a mission to inspire lifelong learning and drive positive change, ICTQual AB's continuously evolves its programs to stay ahead of industry trends and technological advancements.

Course Overview

The **ICTQual AB Level 3 Diploma in Business Management** is a comprehensive and dynamic qualification designed to provide learners with a robust foundation in essential business principles, management practices, and operational strategies. Tailored to meet international educational standards, this course bridges the gap between academic theory and practical application, equipping learners with the core competencies required to thrive in a modern business environment.

Whether aiming to enter the corporate sector, enhance existing professional skills, or build a strong base for higher education, this qualification serves as a strategic stepping stone for career and academic advancement. The curriculum is structured to deliver an in-depth understanding of the critical functions that drive organizational success. It explores the diverse environments in which businesses operate and emphasizes the importance of strategic decision-making, effective leadership, and resource management.

Course Aims

The primary aims of this diploma are to:

- **Establish Foundational Standards:** Provide an accessible educational pathway for learners to achieve introductory proficiency in everyday business administration and organizational workflows.
- **Cultivate Teamwork and Supervision:** Build essential coordination, communication, and supervisory skills to prepare graduates to support team operations and contribute effectively to company goals.
- **Promote Ethical Workplace Practices:** Instill a clear understanding of basic professional responsibilities, regulatory alignment, and standard customer-service ethics.
- **Enable Academic and Vocational Progression:** Equip learners with the practical foundations, foundational problem-solving capacities, and baseline business literacy required for entry-level workplace success or higher-level vocational studies.

Key Objectives

Upon successful completion of this qualification, learners will be able to:

- **Apply Operational Techniques:** Execute fundamental administrative and logistical tasks required to support daily workplace functionality.
- **Coordinate Business Communications:** Draft clear professional correspondence, coordinate scheduling, and interact effectively with team members and customers.
- **Utilize Digital Workplace Tools:** Demonstrate comfortable use of modern software, spreadsheets, and foundational collaborative tech.
- **Assist in Project Settings:** Successfully contribute to basic business projects, support local inventory/resource monitoring, and process operational data accurately.

Targeted Audience

This Level 3 Diploma is specifically designed for:

- **Aspiring Administrators:** Individuals looking to acquire foundational operational skills to enter office administration, retail management, or corporate support functions.
- **Early-Career Staff:** Junior employees aiming to back their practical on-the-job experience with a formal, structural credential in business structures.
- **Small Business Associates:** Entrepreneurs or family-business members who require a structural grounding in finance, marketing, and operational workflows.

Certification Framework

Qualification title	ICTQual AB Level 3 Diploma in Business Management
Course ID	B&L0006
Total Qualification Time	300 Hours
Guided Learning Hours	150 Hours
Grading Type	Pass / Fail
Competency Evaluation	Coursework / Assignments / Verifiable Experience
Assessment	The assessment and verification process for ICTQual AB's qualifications involves two key stages: Internal Assessment and Verification: ✓ Conducted by the staff at the Approved Training Centre (ATC) to ensure learners meet the required standards through continuous assessments. ✓ Internal Quality Assurance (IQA) is carried out by the centre's IQA staff to validate the assessment process. External Quality Assurance: ✓ Managed by ICTQual AB's verifiers, who periodically review the centre's assessment and IQA processes. Verifies that assessments are conducted to the required standards and ensures consistency across centres

Entry Requirements

To enrol in ICTQual AB Level 3 Diploma in Business Management, learner must meet the following entry requirements:

- ✓ **Age Requirement:** Learners must be 18 years or older at the time of enrolment. This ensures that participants have the maturity, independence, and responsibility required to engage with assignment-based study, manage deadlines.
- ✓ **Educational Background:** Learners are generally expected to hold a Level 2 qualification (or equivalent), such as GCSEs, O-Levels, or a recognised vocational certificate. However, motivated learners without formal qualifications may still be considered if they can demonstrate the ability to engage with the programme
- ✓ **Professional Experience:** No formal work experience is required to enrol. The diploma is designed to be accessible to new learners as well as professionals. However, prior exposure to business administration, customer service, entrepreneurship, or management can be beneficial, as it allows learners to connect theory with practical experience and enrich their assignments with real-world examples.
- ✓ **English Proficiency:** Since the qualification is delivered and assessed in English, learners must have sufficient reading, writing, and comprehension skills to complete assignments effectively.

- ✓ **Digital Access:** Learners must have access to a reliable internet connection and a computer, laptop, or digital device capable of supporting online study. This is essential for accessing course materials, conducting research, submitting assignments, and communicating with tutors or peers.
- ✓ **Digital Skills:** Basic digital literacy is required, including the ability to use word processing software, conduct online research, collaborate through digital platforms, and upload assignments. These skills are essential for success in an assessment-based qualification delivered through online or blended learning.
- ✓ **Learning Approach:** A willingness to engage in applied learning, critical analysis, and reflective practice is essential. The qualification emphasises practical application of business concepts, encouraging learners to think critically, evaluate case studies, and reflect on their own experiences to develop deeper insights into business management.

Qualification Structure

This qualification comprises 6 mandatory units, totalling 30 Credits. Candidates must successfully complete all mandatory units to achieve the qualification.

Mandatory Units	
Unit Ref#	Unit Title
B&L0006-1	Introduction to Business Environment
B&L0006-2	Principles of Marketing and Customer Relationship
B&L0006-3	Business Communication and Professional Skills
B&L0006-4	Principles of Human Resource Management
B&L0006-5	Financial Management for Business
B&L0006-6	Managing Business Operations and Performance

Centre Requirements

To ensure quality training delivery, centres must adhere to the following standards:

1. Centre Approval

- ✓ Centres must be formally approved by ICTQual AB's before delivering this qualification.
- ✓ Approval involves a review of facilities, policies, and staff qualifications.

2. Qualified Staff

- ✓ **Tutors:** Must hold a Bachelor's Degree (Level 6) or higher in Business Administration and Management alongside relevant professional experience in supervisory or middle-management roles.
- ✓ **Assessors:** Must hold a recognized assessor qualification (e.g., CAVA, AVRA) or equivalent)
- ✓ **Internal Quality Assurers (IQAs):** Must hold a recognized IQA qualification (e.g. Level 4 Award in the IQA and Level 4 Certificate in Leading the IQA) and experience to oversee assessment standards.

3. Learning Facilities

Centre must offer:

- ✓ Private study areas and internet-enabled workspaces (for blended or physical delivery)
- ✓ Academic and pastoral support for learners
- ✓ Administrative support must be available to manage enrolment, tracking, and learner queries efficiently

4. Health and Safety Compliance

- ✓ All training facilities must comply with health and safety regulations.
- ✓ Centres must conduct regular risk assessments for practical activities.

5. Learning Resources

- ✓ **Course Materials:** Approved textbooks, study guides, and digital content must align with the qualification standards.
- ✓ **Assessment Tools:** Templates and guidelines must be provided to ensure standardized evaluation processes.
- ✓ **E-Learning Support:** Centres offering online or blended learning must implement an effective Learning Management System (LMS).

6. Assessment and Quality Assurance

- ✓ Centres must ensure assessments meet ICTQual AB's competency standards.
- ✓ Internal quality assurance (IQA) must be conducted to maintain consistency.
- ✓ External verifiers from ICTQual AB's will review assessment and training practices.

7. Learning Support

- ✓ **Qualification Guidance:** Support for coursework and assignments.
- ✓ **Career Pathway Assistance:** Information on progression opportunities in Business Administration and Management sectors.
- ✓ **Accessibility Support:** Accommodations for learners with disabilities or language barriers.

8. Policies and Compliance

Centres must uphold the following policies in accordance with ICTQual AB's standards:

- ✓ Equality, Diversity, and Inclusion Policy.
- ✓ Health and Safety Policy.
- ✓ Safeguarding and Learner Protection Policy.
- ✓ Complaints and Appeals Procedure.
- ✓ Data Protection and Confidentiality Policy.

9. Reporting Requirements

- Centres must provide ICTQual AB's with regular reports on learner registrations, progress, and certification outcomes.
- Assessment records must be maintained for external auditing and quality assurance purposes.

Support for Candidates

Centres should ensure that materials developed to support candidates:

- ✓ Facilitate tracking of achievements as candidate's progress through the learning outcomes and assessment criteria.
- ✓ Include information on how and where ICTQual AB's policies and procedures can be accessed.
- ✓ Provide mechanisms for Internal and External Quality Assurance staff to verify and authenticate evidence effectively.

This approach ensures transparency, supports candidates' learning journeys, and upholds quality assurance standards.

Assessment

This qualification is competence-based, requiring candidates to demonstrate high-level strategic proficiency as defined in the qualification units. The assessment evaluates the candidate's skills, knowledge, and understanding against the set standards. Key details include:

Assessment Process:

- Must be conducted by an experienced and qualified assessor.
- Candidates compile a portfolio of evidence that satisfies all learning outcomes and assessment criteria for each unit.

Types of Evidence:

- Assignments, detailed research projects, or strategic reports.
- Professional discussions.
- Candidate-produced strategic work (e.g., policy drafts, financial models).
- Recognition of Prior Learning (RPL).

Learning Outcomes and Assessment Criteria:

- **Learning Outcomes:** Define what candidates should know, understand, or accomplish upon completing the unit.
- **Assessment Criteria:** Detail the standards candidates must meet to demonstrate that the learning outcomes have been achieved.

Unit Descriptors

B&L0006-1- Introduction to Business Environment

This unit introduces learners to the core mechanics of businesses, structural configurations, and operational flows. Participants will study basic market structures, local regulatory obligations, and the roles of key functional departments. By analyzing basic business case studies, learners understand how organizational setups operate to meet stakeholder objectives within modern commercial environments.

Learning Outcome:

1. Understand the key features, types, and purposes of different business organizations.

2. Describe how internal and external factors influence business activities and performance.

3. Identify and analyze the roles of stakeholders and their impact on organizational objectives.

Assessment Criteria:

1.1 Identify the primary differences between public, private, and non-profit business sectors.
1.2 Detail the basic legal characteristics of sole traders, partnerships, and limited corporations.
1.3 Map the primary functions of typical business units such as HR, Finance, and Operations.
1.4 Describe how different organizational structures impact daily reporting lines.

2.1 Use foundational environmental scans (such as basic PEST factors) to recognize common macro-environmental issues.
2.2 State how local economic patterns and inflation affect standard consumer demand.
2.3 Outline the purpose of basic operational quality checks in a production line.
2.4 Explain standard supply paths and production/service workflows in a basic enterprise environment.

3.1 Define internal and external stakeholders within a standard corporate model.
3.2 Describe the conflicting interests that may arise between business owners and local communities.
3.3 Outline the methods businesses use to communicate operational changes to their workforce.
3.4 Identify how customer feedback influences internal operational decisions.

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| 4. Explain how economic, legal, and political factors shape the business environment. | <ul style="list-style-type: none">4.1 Summarize standard local regulations impacting workplace safety, consumer protection, and employment practices.4.2 Outline how competitor actions and market changes influence a local firm's pricing decisions.4.3 Identify the impact of local government fiscal decisions on small business funding options.4.4 State the consequences of non-compliance with local business registration laws. |
| 5. Demonstrate understanding of ethical and sustainable practices within business operations. | <ul style="list-style-type: none">5.1 Outline standard corporate social responsibility (CSR) practices common to small businesses.5.2 Identify key legal requirements regarding waste management and environmental protection.5.3 Describe standard fair-trade principles and ethical sourcing in supply chains.5.4 Detail how eco-friendly operational shifts balance long-term sustainability with profitability. |

B&L0006-2- Principles of Marketing and Customer Relationship

Learners explore how companies locate target audiences, develop attractive product messages, and execute foundational sales. The unit details the classic components of the marketing mix, digital advertising baselines, and practical customer lifecycle steps from introductory lead contact through conversion.

Learning Outcome:	Assessment Criteria:
1. Understand the fundamental concepts and functions of marketing within a business.	1.1 Outline the primary functions of marketing in generating brand awareness and supporting organizational sales objectives. 1.2 Distinguish between physical marketing mediums and modern social media/digital setups. 1.3 Identify standard methods used to track brand awareness inside local commercial environments. 1.4 Describe how the marketing department interacts with sales and product development units to coordinate business goals.
2. Explain the role of market research and segmentation in identifying customer needs.	2.1 Define demographic, geographic, and psychographic market segmentation variables. 2.2 Identify the target audience profile for a given consumer product case study. 2.3 Explain how consumer research data helps a small business refine its product positioning. 2.4 Outline the main differences between primary market research methods and secondary data collection tools.
3. Apply the marketing mix (product, price, place, promotion) in practical business contexts.	3.1 Outline the distinct parts of the classic marketing mix (\$Product, Price, Place, Promotion\$). 3.2 Identify how unique value propositions distinguish a basic business item from market competitors. 3.3 Contrast common pricing approaches applied in retail versus wholesale environments. 3.4 Describe how distribution channels (\$Place\$) impact final product delivery timelines to the consumer.

4. Understand the importance of building and maintaining effective customer relationships.

- 4.1 Define the core elements of a customer service standard policy within a modern business.
- 4.2 Explain the link between consistent service quality and long-term brand loyalty.
- 4.3 Identify standard techniques used to measure customer satisfaction and feedback levels.
- 4.4 Describe how loyalty reward programs and follow-up communications are administered to retain clients.

5. Develop a simple marketing or promotional plan that aligns with business objectives.

- 5.1 Draft simple textual content and layout ideas for a basic digital flyer or social platform announcement.
- 5.2 Establish simple, measurable promotional targets that align with a given business objective schedule.
- 5.3 Estimate basic resource and budget requirements needed to run a localized promotional event.
- 5.4 Identify foundational metrics tracked in digital marketing dashboards (such as views and clicks) to evaluate plan success.

B&L0006-3- Business Communication and Professional Skills

This unit builds essential interpersonal, text, and visual communication habits required in customer-facing and internal company roles. Learners focus on compiling clean office notes, mastering active listening, handling complaints constructively, and utilizing appropriate channels to foster excellent customer relationships.

Learning Outcome:	Assessment Criteria:
1. Understand the principles and methods of effective communication in a business environment.	1.1 Describe the channels used for vertical and horizontal communication in a standard corporate setting. 1.2 Choose appropriate language tones depending on whether messages target internal peers or external buyers. 1.3 Define how clear communication habits minimize workflow friction inside a business team. 1.4 Identify the core elements of a standard customer service communication policy.
2. Demonstrate the ability to produce professional business documents (emails, reports, proposals).	2.1 Draft straightforward business emails and memos using correct spelling and layout standards. 2.2 Format business reports using structured components like bullet points, clear headings, and logical sign-offs. 2.3 Summarize business discussions and project details into organized meeting minutes and action lists. 2.4 Apply corporate document templates to ensure standard margins and uniform alignment throughout business proposals.
3. Use appropriate verbal, written, and digital communication tools to convey information clearly.	3.1 Apply active listening habits during mock phone calls, client check-ins, or peer interactions. 3.2 Coordinate online team schedules, calendar notifications, and digital invite updates across business networks. 3.3 Execute follow-up emails to confirm customer requests and verify project data records. 3.4 Match distinct business inquiries to appropriate digital communication channels or specialized staff units.

4. Apply teamwork, interpersonal, and presentation skills in a professional context.

- 4.1 Deliver basic business topic presentations to small teams using steady pacing and clear visuals.
- 4.2 Design cohesive slide decks utilizing uniform layouts, clear fonts, and integrated performance charts.
- 4.3 Demonstrate supportive non-verbal cues and open posture during simulated workplace encounters.
- 4.4 Demonstrate how to provide constructive peer feedback to colleagues while completing administrative team tasks.

5. Identify barriers to communication and implement strategies to overcome them.

- 5.1 Identify common operational barriers to communication within a culturally diverse or distributed workforce.
- 5.2 Outline standard de-escalation steps to handle tension and overcome communication blocks during mock client grievances.
- 5.3 Detail clear strategies to simplify complex data and technical jargon for non-specialist business audiences.
- 5.4 Use formatting tools and layout adjustments to enhance document legibility for readers with specific language or access barriers.

B&L0006-4- Principles of Human Resource Management

This unit explores the fundamental operational practices required to manage a modern workforce effectively. It connects foundational leadership principles to the daily administrative lifecycle of an employee, focusing on how human resource workflows support wider organizational goals. Learners will investigate the essential tools used to source, train, motivate, and protect team members inside standard business environments.

Learning Outcome:	Assessment Criteria:
1. Understand the key roles, responsibilities, and functions of human resource management.	1.1 Outline the primary administrative functions of human resource management (HRM) in supporting business units like Finance and Operations. 1.2 Identify how clear role differentiation and organizational charting reduce reporting line friction. 1.3 Describe how HR departments communicate standard operational and structural changes to the workforce. 1.4 Outline the administrative channels used to process vertical and horizontal internal workforce requests.
2. Explain the processes of recruitment, selection, and employee training and development.	2.1 Outline the standard sequential phases of a typical recruitment campaign from drafting job profiles to candidate selection. 2.2 Map out foundational onboarding steps required to introduce new staff members to standard company workflows. 2.3 Complete basic training tracking records to log employee professional development progress. 2.4 Assist in distributing training manuals and operational cheat-sheets during modern technology system updates.
3. Describe motivation theories and their application in improving employee performance.	3.1 Explain common workplace factors (such as recognition and clear target allocation) that enhance employee morale and team motivation. 3.2 Identify classic behavioral phases teams transition through during growth cycles (including forming, storming, norming, and performing). 3.3 Match basic motivational incentives to competing staff demands using standard urgency and priority matrices.

4. Understand employee relations, performance appraisal, and retention strategies.

5. Identify key employment laws, ethical issues, and health and safety responsibilities in HRM.

3.4 Outline how structural adjustments to daily workloads help minimize employee time-management slippage and burnout.

4.1 Record workplace grievance and incident complaints objectively using standardized HR documentation templates.

4.2 Outline the primary components of a standard performance review framework or scorecard template.

4.3 Identify standard organizational techniques used to measure employee feedback, satisfaction levels, and retention parameters.

4.4 State standard corporate mediation steps used to address and de-escalate minor team conflicts constructively.

5.1 Summarize standard local regulations governing workplace safety, fair employment practices, and anti-discrimination standards.

5.2 State the operational consequences of non-compliance with local employment legislation and business registration laws.

5.3 Detail basic corporate procedures used to protect and archive confidential employee files in accordance with local privacy codes.

5.4 Identify key organizational responsibilities regarding equal opportunity, diversity, and inclusion policies in workplace setup.

B&L0006-5- Financial Management for Business

This unit provides learners with the numeracy, bookkeeping, and structural tracking baselines required to handle everyday corporate transactions safely. It covers the preparation and interpretation of core financial statements, tracking variances against operational budgets, and analyzing basic financial ratios to support day-to-day business sustainability and operational planning.

Learning Outcome:	Assessment Criteria:
1. Understand the fundamental concepts and terminology of financial management.	1.1 State the foundational Accounting Equation (Assets = Liabilities + Equity) used in double-entry systems. 1.2 Differentiate between current and fixed corporate assets within standard ledger templates. 1.3 Define core financial management terms including revenue, gross profit, net profit, and depreciation. 1.4 Explain the primary purpose of maintaining systematic financial source records in business operations.
2. Prepare, read, and interpret key financial statements (income statement, balance sheet, cash flow).	2.1 Calculate Gross Profit and Net Profit values accurately using data provided in standard income statements. 2.2 Identify the main elements of a standard Balance Sheet, categorizing current liabilities and long-term debt. 2.3 Outline the distinct sections of a Cash Flow statement to monitor cash inflows and outflows. 2.4 Reconcile transactional differences between internal cash books and external bank statements.
3. Apply budgeting and cost-control techniques to manage business finances effectively.	3.1 Assist in allocating departmental expenses against fixed quarterly operational budget line items. 3.2 Calculate variances between planned organizational spending and actual expenditure ledger outputs. 3.3 Complete a standard petty cash log using double-entry balances and balancing vouchers.

3.4 Identify common operational cost centres and overhead expenses within a standard retail or office unit.

4. Understand the importance of financial planning in business decision-making.

- 4.1 Describe how short-term cash flow forecasting helps a small business maintain liquidity.
- 4.2 Outline the primary factors a business considers when choosing between internal and external sources of finance.
- 4.3 Identify how unexpected pricing changes in the supply chain affect corporate profit planning.
- 4.4 State the role of financial risk assessments in planning capital purchases or facility upgrades.

5. Analyze financial information to evaluate business performance and sustainability.

- 5.1 Calculate basic gross and net profit margin percentages to evaluate a firm's operational efficiency.
- 5.2 Determine liquidity health using standard working capital and current ratio calculations.
- 5.3 Extract debtor age schedules to determine which consumer balances are past due dates.
- 5.4 Document financial performance trends by comparing current year statements against previous historical cycles.

B&L0006-6- Managing Business Operations and Performance

This final unit connects individual operational skills to teamwork, project management, and systemic business tracking. Learners will investigate the essential monitoring systems, quality assurance tools, and optimization strategies needed to deliver organizational tasks on schedule while maintaining strict commercial efficiency and compliance standards.

Learning Outcome:	Assessment Criteria:
1. Understand the importance of sustainability, ethics, and innovation in modern business operations.	1.1 Outline common corporate social responsibility (CSR) initiatives implemented within small business operations. 1.2 Identify the operational benefits of integrating eco-friendly materials and energy-efficient habits into modern workflows. 1.3 Describe standard fair-trade and ethical sourcing guidelines relevant to local inventory acquisition. 1.4 Identify how transitioning from manual tasks to automated digital workflows supports operational innovation.
2. Understand the principles and processes involved in managing business operations.	2.1 Map out sequential phases of an operational life-cycle from resource input to final service or product delivery. 2.2 Explain standard supply paths and logistics workflows required to maintain a functional corporate facility. 2.3 Outline how clear role differentiation and structured communication habits minimize operational friction. 2.4 Describe how local regulatory changes in health and safety shape routine workplace processing steps.
3. Identify key performance indicators (KPIs) and methods for monitoring business performance.	3.1 Define common quantitative Key Performance Indicators (KPIs) used to measure retail or administrative output. 3.2 Read and extract tracking data from simple performance charts, timelines, or operational dashboards. 3.3 Calculate basic departmental efficiency rates over a designated monthly operational cycle. 3.4 Log performance tracking variations and report persistent workflow delays to supervisors.

4. Explain quality management and continuous improvement techniques.

- 4.1 Define the primary purpose of executing standard operational quality checks in a production or service line.
- 4.2 Outline the foundational steps of standard continuous improvement cycles (such as Plan-Do-Check-Act).
- 4.3 Identify common techniques used to capture and record customer feedback to identify service quality gaps.
- 4.4 Complete standardized incident and error logs to support the root-cause analysis of internal operational mistakes.

5. Apply resource management and operational planning strategies to improve efficiency.

- 5.1 Prioritize administrative tasks and resource allocations using standard urgency and importance matrices.
- 5.2 Use simple visual tools, schedules, or basic Gantt charts to track project milestone progress against targets.
- 5.3 Identify common operational bottlenecks in a workplace and propose straightforward adjustments to reduce material waste.
- 5.4 Monitor local inventory balances and tool tracking logs to avoid supply shortages or production downtime.

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