



Level 4

PROFESSIONAL BUSINESS DEVELOPMENT

Student Profile

This programme is designed for people who wish to develop their specialist business skills and demonstrate general business principles in the role which they perform in an organisation

Objectives

The objectives of the course are to:

- Put into practice personal skills which underpin effective business performance
- Practice and demonstrate leadership skills
- Plan and implement a range of business development skills
- Devise, implement and monitor a customer service excellence programme
- Develop working practices which comply with business, employment and consumer law

Study Method

The course is designed for study by distance learning at work or at home. Students receive course manual, assignments and studyguide plus tutor support by mail and email. You can start at any time and plan your studies over a period of up to one year from the time of enrolment.

Assessment

Each element is followed by a written assignment, which is submitted and marked by your tutor. There is no external examination required.

Price and Payment Methods

Please refer to current price list

Course Certification

At the end of this course successful learners will receive a Certificate of Achievement by ABC Awards and a Learner Unit Summary (which lists the details of all the units you have completed as part of your course).

The course has been endorsed under the ABC Awards' Quality Licence Scheme. This means that Kendal Publishing has undergone an external quality check to ensure that the organisation and the courses it offers, meet certain quality criteria. The completion of this course alone does not lead to an Ofqual regulated qualification but may be used as evidence of knowledge and skills towards regulated qualifications in the future.

The unit summary can be used as evidence towards Recognition of Prior Learning if you wish to progress your studies in this sector. To this end the learning outcomes of the course have been benchmarked at Level 4 against level descriptors published by Ofqual, to indicate the depth of study and level of difficulty involved in successful completion by the learner.

The course itself has been designed by Kendal Publishing to meet specific learners' or employers' requirements. ABC Awards' endorsement involves a robust and rigorous quality audit by external inspectors to ensure quality is consistently met. A regular review of courses is carried out as part of the endorsement process.

ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government.



Course Duration

Students may register at any time and have a full year to complete their studies. The course will take around 120 hours of study to complete.

Pack/Course Contents

Your study pack is dispatched in full at the time of enrolment and provides all you need to complete your studies:

- Studyguide
- Comprehensive study notes for each element of the course
- Self-assessment activities
- Assignments
- Tutor support
- Assignment marking & feedback
- Certification

Course Content

The course is divided up into five study units, as follows:

Unit 1 Personal Skills

- Communication skills
 - Verbal
 - Non- verbal
 - Written
 - Listening
- Presenting data
 - Presentations
 - Report writing
 - Internal and external communications
- Working as part of a team
- Time and stress management

- Self assessment and continuing professional development

Unit 2 Leadership Skills

- Coaching and mentoring
- Delivering training
- Managing people
- Motivating people
- Dealing with difficult people
- Performance management

Unit 3 Business Development Skills

- Planning for success
- Project management
- Influencing skills
- Negotiating skills
- Strategic thinking
- Conflict resolution/mediation
- Problem solving

Unit 4 Service

- Internal and external customers
- Developing customer service in others
- Service Excellence Skills

Unit 5 Legal aspects of Business

- Businesses and the Law
- Employment status
- A contract of employment
- Legislation relating to employment of staff
 - Working hours and time rights
 - Family rights
 - Pay rights
 - Discrimination
 - Health and safety
- Contracts and obligations
- Creating a legally valid customer contract
- Unfair Terms In Consumer Contracts Regulations 1999
- Creating a valid business to business contract
- Unfair Contract Terms Act 1977