



Awarding  
Great British  
Qualifications

**EDUCATE.**  
**INSPIRE.**  
**GROW.**

# **Level 3 Business Qualifications Suite Specifications**

# Level 3 Award in Business Specification

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## About NCC Education

NCC Education is a UK awarding body, active in the UK and internationally.

Originally part of the UK National Computing Centre, NCC Education started offering IT qualifications in 1976 and, from 1997 developed its Higher Education portfolio to include business qualifications, IT qualifications for school children and a range of foundation qualifications.

With centres in over forty countries, four international offices and academic managers worldwide, NCC Education strives to employ the latest technologies for learning, assessment, and support.

NCC Education develops qualifications regulated, and quality assured by Ofqual (the Office of Qualifications and Examinations Regulation, see [www.ofqual.gov.uk](http://www.ofqual.gov.uk)) in England.

### 1. Why choose this qualification?

NCC Education's Level 3 Business qualifications are designed for learners aged **16 and above**, catering to both post-16 students and adult learners.

The programme is ideal for:

- Learners beginning their business studies journey.
- Non-native English speakers with sufficient English proficiency to undertake assessments successfully.

#### **NCC Education's Level 3 Business qualifications are:**

- **Regulated** by Ofqual and Qualification Wales (QiW) under the Regulated Qualifications Framework (RQF).
- **Quality assured** and well-established in the UK and worldwide.
- **A valuable suite of qualifications in Business** which develops students by expanding their leadership and entrepreneurial mindset. By completing the level 3 Business qualification, students will develop the skills to thrive in a professional environment and explore their career ambitions. This course introduces students to important business specialisms and further their education by progressing onto the Level 4 Business qualification suite.

The Level 3 Business qualifications syllabus and assessment are suitable for students aged 16 - 18 as well as adult learners.

- **A pathway** to NCC Education's Level 4 Diploma qualifications and greater employment opportunities.

## Structure of the Level 3 Business Qualifications

### Qualification Titles, Credits, Units

All qualifications in the Business suite share some common units and assessments, allowing learners some flexibility in moving between courses. The qualification titles are given below.

These qualifications are for learners aged 16 years and above who want to further their knowledge and understanding of business through learning. The qualifications prepare learners for a range of higher education courses and job roles related to the business sector.

In the business sector these qualifications are:

NCC Education Level 3 Award in Business (96 GLH)

NCC Education Level 3 Certificate in Business (168 GLH)

NCC Education Level 3 Diploma in Business (422\* GLH)

NCC Education Level 3 Extended Diploma in Business (590 GLH)

Achieving the Level 3 Diploma in Business and Extended Diploma in Business, with a minimum grade of pass, provides progression onto NCC Education's Level 4 Business courses. NCC Education's Level 3 Award or Certificate can provide progression alongside other qualifications at the same level.

	<b>Award in Business</b>	<b>Certificate in Business</b>	<b>Diploma in Business</b>	<b>Extended Diploma in Business</b>
<b>Total Qualification Time (TQT)</b>	120	320	670*	1,220
<b>Total Guided Learning Hours (GLH)</b>	96	168	360*	590
<b>Total Core Guided Learning Hours</b>	96	168	266	590
<b>Credit Value</b>	12	32	67*	122

\*Values may vary dependent on unit combination selected.

	Advanced Basics in Business	Developing Financial Forecasting and Accounting in Business	Developing Organisational Structure	Developing Entrepreneurship	Marketing Principles	Communication in Business	Developing an eBusiness
L3 Award in Business	M	-	-	-	-	-	-
L3 Certificate in Business	M	M	-	-	-	-	-
L3 Diploma in Business	M	M	M	O	O	O	O
L3 Extended Diploma in Business	M	M	M	M	M	M	M

<b>M</b>	Mandatory
<b>O</b>	Optional
<b>-</b>	Not Applicable (-)

### Level 3 Award in Business- 12 credits

To gain the award, learners MUST achieve the following unit.

Advanced Basics in Business  
(TQT: 120 hours/  
12 credits)

### Level 3 Certificate in Business- 32 credits

To gain the certificate, learners MUST achieve the following 2 units.

Advanced Basics in Business (TQT: 120 hours/ 12 credits)	Developing Financial Forecasting and Accounting in Business (TQT: 200 hours/ 20 credits)
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### Level 3 Diploma in Business- 67-72 Credits

#### Core Units

To gain the Diploma, learners MUST achieve the following 3 core units with at least any additional one elective unit equal to the at least a total of 67 credits.

Advanced Basics in Business (TQT: 120 hours/ 12 credits)	Developing Financial Forecasting and Accounting in Business (TQT: 200 hours/ 20 credits)	Developing Organisational Structure (TQT: 200 hours/ 20 credits)
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#### Elective Units

Developing Entrepreneurship Skills (TQT: 200 hours / 20 credits)	Marketing Principles (TQT: 150 hours / 15 credits)	Communication in Business (TQT: 150 hours / 15 credits)	Developing an eBusiness (TQT: 200 hours / 20 credits)
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### Level 3 Extended Diploma in Business- 122 Credits

#### Core Units

To gain the Extended Diploma, learners MUST achieve the following all 7 core units, equal to the total value of 122 credits.

Advanced Basics in Business (TQT: 120 hours/ 12 credits)	Developing Financial Forecasting and Accounting in Business (TQT: 200 hours/ 20 credits)	Developing Organisational Structure (TQT: 200 hours/ 20 credits)
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Developing Entrepreneurship Skills (TQT: 200 hours / 20 credits)	Marketing Principles (TQT: 150 hours / 15 credits)	Communication in Business (TQT: 150 hours / 15 credits)	Developing an eBusiness (TQT: 200 hours / 20 credits)
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### Summary of the units' credits, number of topics and the breakdown of the Total Qualification Time

Unit type	No.	Unit	Credits	No. of topics	Tot. lecture time (hrs)	Tot. tutorial time (hrs)	Tot. seminar time (hrs)	Tot. private study time (hrs)	Tot GLHs	TQT (hrs)
Core	1	Advanced Basics in Business (ABB 1.0)	12	12	24	24	48	24	96	120
	2	Developing Financial Forecasting and Accounting in Business (FAB 1.0)	20	12	36	38	-	126	74	200
	3	Developing Organisational Structure (DOS 1.0)	20	12	24	24	48	104	96	200
Elective	1	Developing Entrepreneurship Skills (DES 1.0)	20	12	24	24	48	104	96	200
	2	Marketing Principles (MP 1.0)	15	12	45	-	49	56	94	150
	3	Communication in Business (CB 1.0)	15	12	20	42	-	88	62	150
	4	Developing an eBusiness (DEB 1.0)	20	12	36	36	-	128	72	200



# Assessment for the Qualification

## 1. Assessment Objectives

All assessments for the qualification are intended to allow candidates to demonstrate they have met the relevant Learning Outcomes. Moreover, NCC Education's assessment is appropriate to the assessment criteria as stated in this specification and is regularly reviewed to ensure it remains consistent with the specification.

## 2. Overview of Qualification Unit Assessment

Unit	Assessment Method	
	Global Exam	Global Assignment
Advanced Basics in Business	-	100%

The overall unit mark is computed from the weighted mean of its components. The pass mark for a unit is 40%.

An examination is an assessment that will take place on a specified date and usually in an NCC Education Centre. An assignment requires candidates to produce a written response to a set of one or more tasks, meeting a deadline imposed by the Centre. Local Examinations and Global Assignments are marked by the centre.

NCC Education Centres can provide candidates with a specimen assessment paper as well as a limited number of past examination and assignment papers.

Past examination and assignment papers may be made available only following results release for the corresponding assessment cycle. Results release dates and past examination, and assignment release dates can be found in the Activity Schedules on Quartz, NCC Education's student registration system.

# Administration

## 1. Assessment Cycles

Four assessment cycles are offered throughout the year Spring, Summer, Autumn, and Winter. Details of each assessment cycle with corresponding dates can be found within the Activity Schedules.

## 2. Language of Assessment

All assessment is conducted in English.

## 3. Candidates

NCC Education's qualifications are available to those Centre candidates who satisfy the entry requirements as stated in this specification.

## 4. Qualification Entry Requirements

Students must meet the following entry requirements:

- Completed their GCSE/IGCSE 'O' Levels or an equivalent\* qualification in their own country and passed 4 subjects with minimum grades of 'C', '4' or equivalent\* in each. These should include Mathematics and English.
- The NCC Education Level 3 Business suite syllabus and assessment is suitable for candidates aged 16 and above (at Key Stage 4 of the English national curriculum) as well as older (including adult) learners.
- Have a valid score of 5.5 or above in the International English Language Testing System (IELTS) examination or equivalent for students whose first language is not English. Alternatively, students can take the free NCC Education Higher English Placement Test which is administered by our Accredited Partner Centres.

# Eligibility Period

The maximum period of time that NCC Education allows for the completion of the programme is three years. Students are advised to please contact their Accredited Partner Centre if they have any queries relating to this.

## Resits

If a candidate fails an assessment, they will be provided with opportunities to resit during the eligibility period.

If a candidate has passed an assessment, they are eligible for 1 additional re-take only. The highest mark for the assessment will be awarded.

## Syllabus

### 1. Advanced Basics in Business (ABB 1.0)

#### Module overview

Welcome to Advanced Basics in Business. This module takes an integrative approach to business, demonstrating the relationships between many academic perspectives, rather than restricting it to any one disciplinary or functional viewpoint. This will increase candidates understanding of the contemporary issues facing organisations, their management, the economy and the business environment.

Studying this module will help students develop some very important skills that are highly valued by employers. This module provides conceptual and practical learning about the world of business and how it operates. It makes as few assumptions as possible about the students experience of business or of formal academic study. However, this is a Level 3 module and if students have no previous experience of studying business, it will be highly desirable for them to first study the Level 2 module called Basics in Business.

Advanced Basics in Business will provide candidates with a broad grounding in business practice. They will further their learning about how business and other organisations work, from exploring their operations issues, their customers and marketing (collectively, the internal functions). Students will also learn about the external environment and how this helps shape how businesses respond to global challenges. This encompasses the economic and political context in which businesses operate, as well their ethical and legal responsibilities.

<b>Title</b>	Advanced Basics in Business
<b>Credits</b>	12
<b>Level</b>	3
<b>Type</b>	Core

<b>Guided Learning Hours</b>	96 hours	<b>Total Qualification Time</b>	120 hours
<b>Learning Outcomes:</b>	<b>Assessment Criteria:</b>		
The Learner will:	The Learner can:		
1. Examine the concept of innovation within a business context.	1.1 Examine business structures that support creating an innovative business. 1.2 Develop and analyse change management 1.3 Critically determine how to foster a sustainable transformation culture. 1.4 Define what innovation is, consider its importance and explore how it can be achieved 1.5 Determine the significance and the influence of the external (macro- and micro-) business environment for the organisation 1.6 Explain why businesses use outsourcing in their day-to-day operations 1.7 Define quality control and quality assurance activities		
2. Develop a critical understanding of the marketing concept	2.1 Develop a critical understanding of the marketing concept 2.2 Recognise that marketing can encourage and support innovation in a range of ways 2.3 Explore the importance of having a clearly articulated purpose expressed in a mission statement 2.4 Explore the external environment and competitors 2.5 Determine how to conduct market research 2.6 Analyse the process of segmentation 2.7 Define the concept of the marketing mix		
3. Define what operations management and supply chain management is, consider its importance and challenges faced by operations and supply chain managers	3.1 Explain the role of operations management and the roles and responsibilities of operations managers and the challenges they face. 3.2 Analyse the content of an operations strategy and the decisions involved. 3.3 Determine the general benefits of supply chain management 3.4 Examine the benefits of outsourcing and when it is best used 3.5 Assess the advantages and disadvantages of offshoring supply.		

	<p>3.6 Examine the market reconciliation model of operations strategy formulation</p> <p>3.7 Interpret the concepts of operations performance objectives, and order-winning and order-qualifying criteria</p>
<p>4. Identify the importance of design, evaluate the design and the development process of a product and service design.</p>	<p>4.1 Examine the types of innovation that are used to bring new products and services to market</p> <p>4.2 Analyse the processes involved in bringing new products and services to market</p> <p>4.3 Analyse the concept of 'design thinking' and be able to critique the processes involved</p> <p>4.4 Reflect on the design of services as an experience as much as a process</p> <p>4.5 Use the Quality Function Deployment (QFD) tool to help identify the key characteristics of a new product or service.</p> <p>4.6 Define the concept of process choice applied to both manufacturing and service processes</p> <p>4.7 Analyse the role that volume and variety play in determining process choice</p>
<p>5. Analyse the importance of the role of International Human Resource Management within global initiatives</p>	<p>5.1 Explore six key historical themes in the development of HRM.</p> <p>5.2 Define, classify and articulate various aspects of the relationship between stakeholders and globalisation</p> <p>5.3 Assess how IHRM can reinforce or challenge globalisation's 'race to the bottom'.</p> <p>5.4 Analyse the opportunities and challenges of competing in a global 'free-market' context.</p> <p>5.5 Examine how HRM activities differ according to context.</p> <p>5.6 Interpret and classify the various elements of the international labour market.</p> <p>5.7 Summarise the transition from the traditional approach to relationships with employees to HRM and IHRM.</p>
<p>6. Examine the strategies that organisations adopt to finance themselves</p>	<p>6.1 Analyse the importance of cash flow for businesses.</p> <p>6.2 Explain how bank finance can be accessed and how it is priced.</p> <p>6.3 Identify the risks for a business associated with new forms of finance</p> <p>6.4 Discuss the ways in which smaller businesses may seek to raise finance</p>

	<p>6.5 Examine how technology has provided new methods for financing businesses</p> <p>6.6 Explain how finance can be provided through leasing contracts</p> <p>6.7 Examine the roles played by venture capital and private equity in financing organisations</p>
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Syllabus Content			
Topic No.	Topic title	Proportion	Course coverage
1	Innovation	<p>1/12</p> <p>Lectures: 2 hrs</p> <p>Tutorials: 2 hrs</p> <p>Seminars: 4 hrs</p> <p>Private study: 2 hrs</p>	<ul style="list-style-type: none"> <li>• What is innovation?</li> <li>• Creating an innovative business</li> <li>• Business structures that support innovation</li> <li>• Fostering an innovative business culture</li> <li>• Opportunities and challenges for fostering twenty-first-century innovation.</li> </ul> <p><b>Learning Outcome: 1</b></p>
2	Marketing	<p>2/12</p> <p>Lectures: 2 hrs</p> <p>Tutorials: 2 hrs</p> <p>Seminars: 4 hrs</p> <p>Private study: 2 hrs</p>	<ul style="list-style-type: none"> <li>• What marketing involves</li> <li>• The marketing concept</li> <li>• Mission and vision</li> <li>• The six tests of a successful mission statement</li> <li>• Mission and values</li> <li>• The marketing environment, competitive forces</li> <li>• The Ansoff product market matrix</li> <li>• The history of marketing research</li> <li>• Ethics and marketing research</li> <li>• Customer data</li> <li>• Segmentation</li> <li>• Marketing mix</li> </ul> <p><b>Learning Outcome: 2</b></p>

3	Segmentation and the marketing mix	3/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>• Segmentation and targeting</li> <li>• Positioning</li> <li>• The marketing mix</li> </ul> <p><b>Learning Outcome: 2</b></p>
4	Operations Management	4/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>• What is the role of operations management?</li> <li>• The input-process-output model</li> <li>• What do operations managers really do?</li> <li>• Why is operations management important?</li> <li>• Are you an operations manager?</li> </ul> <p><b>Learning Outcome: 3</b></p>
5	Operations Strategy	5/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>• What is an operations strategy?</li> <li>• Operations strategy as a reconciliation process</li> <li>• Performance objectives</li> <li>• Focused operations</li> </ul> <p><b>Learning Outcome: 3</b></p>
6	Product and Service Design	6/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs	<ul style="list-style-type: none"> <li>• The importance of new product development</li> <li>• Successful design process</li> <li>• Design thinking</li> <li>• Product and service design</li> <li>• Quality function deployment</li> </ul> <p><b>Learning Outcome: 4</b></p>

		Private study: 2 hrs	
7	Process Design	7/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>• Introducing process design</li> <li>• A step-based approach to process design</li> <li>• The concept of progress choice</li> <li>• Process choice and performance</li> <li>• Mass customisation</li> <li>• Layout and flow</li> <li>• Detailed process design</li> </ul> <b>Learning Outcome: 4</b>
8	Economic Stability and Analysing Growth Potential	8/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>• The business environment</li> <li>• The economy and business activity</li> <li>• Making the best of your business environment</li> <li>• Raising finances</li> <li>• The importance of cash flow</li> <li>• The financing needs of SMEs</li> <li>• Labour shortages and immigration policy</li> <li>• The ease of doing business</li> <li>• Outsourcing: onshore versus offshore</li> <li>• Trade and restriction of trade</li> <li>• The role of trade tariffs and intellectual property</li> </ul> <b>Learning Outcome: 6</b>
9	Supply Chain Management	9/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>• Defining supply chain management</li> <li>• Supply chain efficiency</li> <li>• Vertically integrated supply chains</li> <li>• Outsourcing</li> <li>• Supplier relationships</li> </ul> <b>Learning Outcome: 3</b>



10	HRM in a Global Context	10/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>Stakeholders and globalisation</li> <li>The role of HRM in globalisation</li> <li>Progress or 'race to the bottom'</li> </ul> <p><b>Learning Outcome: 5</b></p>
11	Change Management	11/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs	<ul style="list-style-type: none"> <li>The need for change</li> <li>What is change management</li> <li>Constructively engaging with resistance to change</li> <li>Creating sustainable information.</li> </ul> <p><b>Learning Outcome: 1</b></p>
12	Quality and Improvement	12/12  Lectures: 2 hrs Tutorials: 2 hrs Seminars: 4 hrs Private study: 2 hrs (includes time for the final assessment)	<ul style="list-style-type: none"> <li>Why is quality important?</li> <li>How can quality be managed?</li> <li>Perceptions-based quality models</li> <li>The evolution of continuous improvement</li> <li>Strategic improvement</li> </ul> <p><b>Learning Outcome: 1</b></p>

#### Assessment Type

- 100% assignment

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## Mapping of ILOs

Topic / ILO	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
1. Innovation	x					
2. Marketing		x				
3. Segmentation and the marketing mix		x				
4. Operations Management			x			
5. Operations Strategy			x			
6. Product and service design				x		
7. Process design				x		
8. Economic stability and analysing growth potential						x
9. Supply chain management			x			
10. HRM in a global context					x	
11. Change management	x					
12. Quality and improvement	x			x		

Topic PPTs	AC addressed
1 Innovation	1.1 1.3 1.4 1.5 1.6
2 Marketing	2.1 2.2 2.3 2.4 2.5
3 Segmentation and the marketing mix	2.6 2.7
4 Operations Management	3.1 3.2 3.4 3.5

5 Operations Strategy	3.6 3.7
6 Product and service design	4.1 4.2 4.4 4.5
7 Process design	4.3 4.6 4.7
8. Economic stability and analysing growth potential	6.1 6.2 6.3 6.4 6.5 6.6 6.7
9 Supply chain management	3.3 3.4 3.5
10 HRM in a global context	5.1 5.2 5.3 5.4 5.5 5.6 5.7
11 Change management	1.2
12 Quality and improvement	1.7

## Results & Certificates

The grade descriptors Pass, Merit and Distinction are awarded by unit to successful candidates. A Pass is awarded for an overall unit mark of between 40 and 59. A Merit is awarded for an overall unit mark of between 60 and 69 and a Distinction is awarded for an overall unit mark of 70 and above. Candidates who obtain an overall unit mark of below 40 are classed as a fail in the unit and may resit.

A final qualification mark will be awarded upon successful completion of all units. This is calculated by finding the average mark of all units that make up the qualification.

The final unit grade awarded will depend on the extent to which a candidate has satisfied the Assessment Criteria. A qualification is awarded when the candidate has achieved at least a pass in all relevant units. An example of a student taking the Diploma in Business is given below:

Unit	Unit Points	Candidate Mark	Unit Points* Candidate Mark
Advanced Basics in Business	20	72	1440
Developing Financial Forecasting and Accounting in Business	20	83	1660
Developing Organisational Structure	20	91	1820
Developing Entrepreneurship	20	92	1840
	<b>80</b>	<b>338</b>	<b>6760</b>
<b>6760/potential 8000= 85</b>			

After each assessment cycle, results slips are issued (in electronic format) which detail the grades achieved, i.e. Fail, Pass, Merit or Distinction and numerical marks. Certificates which contain your qualification grade and pass mark are then dispatched to Centres.

## Further Information

For more information about any of NCC Education's products, please contact [customer.service@nccedu.com](mailto:customer.service@nccedu.com) or, alternatively, please visit [www.nccedu.com](http://www.nccedu.com) to find out more about our suite of high-quality British qualifications and programmes.