

**Performance Descriptions for  
Foundation, Advanced and Higher  
Principal Learning Qualifications in  
Business, Administration and Finance**



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## **Phase 2 Lines of Learning**

Performance descriptions are statements that describe typical performance of candidates at the top and bottom of an acceptable range. They relate to whole principal learning qualifications rather than specific units.

Their purpose is to:

- help awarding organisations in designing mark-band statements that reflect agreed standards, thus helping to ensure parity across awarding organisations;
- help awarding organisations in designing principal learning qualifications that are pitched at the right level; and
- contribute towards contextualising the Qualifications and Credit Framework (QCF) level descriptions for specific lines of learning.

The performance descriptions describe two levels of performance:

### **Pass**

At the bottom of the acceptable range, this is the minimal level of performance for a learner to pass a principal learning qualification.

### **Top**

At the top of the acceptable range, this is what can reasonably be expected of a high-attaining learner who has followed an appropriate course.

Performance descriptions are not competency definitions and need to have sufficient latitude to allow for 'best fit' marking grids to be written.

Performance descriptions have been written by awarding organisations and Diploma Development Partnerships against the relevant lines of learning criteria.

Performance descriptions are not intended to summarise the content of lines of learning topics. Awarding organisations are required to ensure that full topic content is accurately reflected in specifications.

They are issued as they stand so that awarding organisations can begin using them as soon as possible to develop their principal learning qualifications.

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*Please note: the numerical references used for performance descriptions do not bear any relationship to those used for Line of Learning Criteria or those which may be used in subsequent qualifications.*

## Level 1

<b>Pass</b>	<b>Top</b>
1.1 Demonstrate an awareness of how to manage personal money through planning and how to select and set up an appropriate current account and savings account.	1.1 Demonstrate an understanding of how to manage personal money through planning and how to select and set up an appropriate current account and savings account.
1.2 Promote and implement an idea for a workable product or service.	1.2 From a range of ideas, select, promote and implement an idea for a workable product or service.
1.3 Demonstrate an awareness of the main administration roles and processes and why they are important to an organisation. Carry out some administration functions in the context of well-defined, routine tasks.	1.3 Demonstrate an understanding of the main administration roles and processes and why they are important to an organisation. Carry out a range of administration functions in the context of well-defined, routine tasks.
1.4 Carry out some effective limited communication both as an individual and a team member to achieve goals.	1.4 Carry out some effective basic communication both as an individual and a team member to achieve goals.
1.5 Identify the essential skills and qualities needed to gain employment.	1.5 Demonstrate the essential skills and qualities needed to gain employment.
1.6 Demonstrate an awareness of effective selling techniques for a limited range of customer types.	1.6 Demonstrate an understanding and application of effective selling techniques for a range of customer types.
1.7 Demonstrate an ability to deal with routine customer queries.	1.7 Demonstrate an ability to deal effectively with a range of customer queries.

1.8 Select and use appropriate technology for a range of business requirements.	1.8 Select and use appropriate technology for a wide range of business requirements.
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## Level 2

<b>Pass</b>	<b>Top</b>
2.1 Demonstrate a basic awareness of working within a legal framework.	2.1 Demonstrate an understanding of working within a legal framework.
2.2 Demonstrate appropriate behaviours in familiar business contexts, both as an individual and within teams.	2.2 Demonstrate appropriate behaviour in familiar and unfamiliar business contexts, both as an individual and within teams.
2.3 Demonstrate some ability to evaluate the impact of change on individuals within business.	2.3 Demonstrate ability to evaluate the wider impact of change on individuals within business.
2.4 Effectively plan and carry out some routine business and administrative processes in the context of well-defined tasks.	2.4 Effectively plan and carry out a range of routine and some non-routine business and administrative processes in the context of well-defined tasks.
2.5 Demonstrate an awareness of: <ul style="list-style-type: none"> <li>■ roles within business finance and accounting.</li> <li>■ main financial documents.</li> <li>■ basic applications of financial information.</li> </ul>	2.5 Demonstrate an understanding of: <ul style="list-style-type: none"> <li>■ roles within business finance and accounting.</li> <li>■ main financial documents.</li> <li>■ a range of applications of financial information.</li> </ul>

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<p>2.6 Based on a variety of potential ideas:</p> <ul style="list-style-type: none"> <li>■ develop a business start-up and implementation plan.</li> <li>■ present a business case.</li> </ul>	<p>2.6 Based on a variety of potential ideas:</p> <ul style="list-style-type: none"> <li>■ develop a clearly linked business start-up and implementation plan.</li> <li>■ present a well-reasoned, coherent business case.</li> </ul>
<p>2.7 Use appropriate media to effectively communicate business information to meet purposes.</p>	<p>2.7 Select and use appropriate media to effectively communicate a range of business information to meet purposes.</p>
<p>2.8 Demonstrate an understanding of how to manage personal finance, planning for expected income and expenditure, and understand the consequences of using financial products and services.</p>	<p>2.8 Demonstrate an understanding of how to manage personal finance, planning for expected and unexpected income and expenditure, and understand the risks and rewards of using financial products and services.</p>
<p>2.9 Plan and conduct key stages of simple market research.</p>	<p>2.9 Effectively plan and conduct all stages of simple market research to draw conclusions.</p>
<p>2.10 Demonstrate appropriate use of technology in a range of business contexts.</p>	<p>2.10 Demonstrate effective and appropriate use of technology in a wide range of business contexts.</p>

## Level 3

<b>Pass</b>	<b>Top</b>
<p>3.1 Demonstrate how key contextual factors have been taken into account in setting up, running and closing down a business enterprise.</p>	<p>3.1 Demonstrate how key contextual factors have been analysed, evaluated and applied in setting up, running and closing down a business enterprise.</p>
<p>3.2 Select and adapt appropriate language, style, structure and format of communication; meet audience needs in a range of business environments</p> <p>Communicate with a range of audiences.</p>	<p>3.2 Select and adapt appropriate and accurate language, style, structure and format of communication. Meet audience needs in a range of business environments.</p> <p>Communicate confidently with a wide range of audiences.</p>
<p>3.3 Demonstrate an awareness of building a rapport with others and the importance of networking in creating opportunities in familiar business contexts.</p>	<p>3.3 Build good rapport with others and network to create opportunities in familiar and unfamiliar business contexts.</p>
<p>3.4 Use effective administration and simple project management processes to plan, run and evaluate different events.</p>	<p>3.4 Use effective administration project management processes to plan, run and evaluate complex events.</p>



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<p>3.5 Demonstrate an understanding of how to plan and manage personal finance to avoid getting into debt. Demonstrate an awareness of financial products and sources of financial advice and support.</p>	<p>3.5 Demonstrate an understanding of how to plan and manage personal finance to avoid getting into debt. Demonstrate an ability to select appropriate financial products and sources of financial advice and support.</p>
<p>3.6 Demonstrate an awareness of business tax, costing, budgeting and auditing, and how financial information is used to improve a business enterprise.</p>	<p>3.6 Demonstrate understanding of business tax, costing, budgeting and auditing, and how a range of financial information is used to improve a business enterprise.</p>
<p>3.7 Understand and apply the purposes, principles and techniques to market a product or service.</p>	<p>3.7 Understand and apply the purposes, principles and techniques to successfully market a product or service.</p>
<p>3.8 Demonstrate basic understanding of the role of management and leadership skills, the importance of providing feedback and support to other team members, and how to deal with conflict and difficult situations in a team context.</p>	<p>3.8 Demonstrate detailed understanding of the role of management and leadership skills, the importance of providing feedback and support to other team members, and how to deal with conflict and difficult situations in a team context.</p>
<p>3.9 Demonstrate some level of analysis and evaluation of how the actions of businesses affect other businesses, communities and individuals.</p>	<p>3.9 Analyse and evaluate how the actions of businesses affect other businesses, communities and individuals.</p>

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<p>3.10 Demonstrate awareness of customer behaviour and how this knowledge could impact on the delivery of customer service and how this will help to identify areas for improvement.</p>	<p>3.10 Demonstrate an understanding of customer behaviour and how this knowledge will lead to increased customer satisfaction and competitive advantage.</p>
<p>3.11 Identify and demonstrate a basic understanding of specific legislation appropriate in different business situations.</p>	<p>3.11 Identify and demonstrate understanding of specific legislation appropriate in different business situations, and its implications.</p>
<p>3.12 Investigate and analyse the impact of change on a business and its employees.</p>	<p>3.12 Investigate and analyse the wider impact of change on a business and its employees.</p>
<p>3.13 Demonstrate a limited application of personal development planning techniques.</p>	<p>3.13 Demonstrate a comprehensive application of personal development planning techniques.</p>
<p>3.14 Select and use appropriate technology for a range of business requirements.</p>	<p>3.14 Select and use appropriate technology for a wide range of business requirements.</p>

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