



# Qualifications for ambitious people



## Prospectus






# Welcome

ABE has an outstanding history and an excellent global reputation. Our qualifications are designed to give you the best chance of achieving your full potential in your chosen career. There is a world of opportunity waiting for you, and ABE can help you seize that opportunity and succeed.





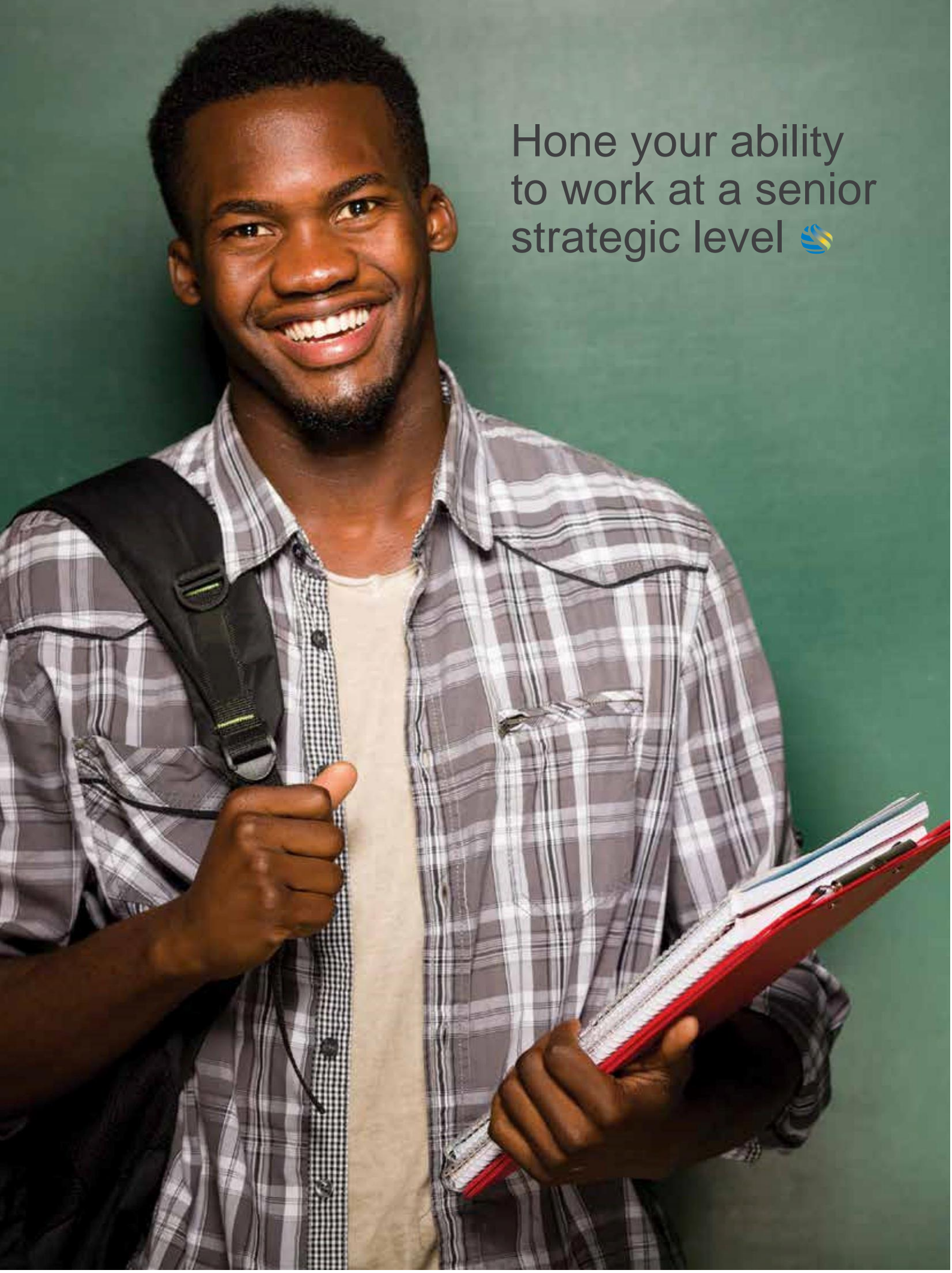
Our qualifications are the outcome of extensive research that assessed which skills businesses need in order to thrive. Our findings highlighted that organisations require staff with a set of strong core business skills that can be flexible and adapted to diverse environments.

This research, along with consultation with employers and subject experts, has provided the backdrop for ABE's outstanding portfolio. Our qualifications are designed to adapt and develop in line with the needs and demands of employers now and in the future.

Whether you dream of becoming an entrepreneur, getting a great job, being promoted to senior management, or you are already in a leadership role and want to enhance your professional skill set, an ABE qualification will help you turn your plans into reality.

**Take the next step on your road to success.**

Hone your ability  
to work at a senior  
strategic level 🌐





# About ABE

Our Diplomas are management focused and blend common units with more specialist subject areas, enabling you to develop expertise in particular disciplines as well as a strong understanding of business management in general. This, together with our qualifications' focus on developing practical workplace skills alongside academic expertise, is a winning combination for ABE graduates.

## ABE Diplomas are valued internationally because they are:

### Professional

Our qualifications are designed to give you the skills need to excel in a managerial career.

### International

For more than 40 years, learners around the world have been benefiting from ABE qualifications.

### Affordable

ABE is a not-for-profit organisation; we endeavour to keep to a minimum. Our fast track progression to degrees often much less expensive than traditional routes. jobs or running their own successful enterprises.

### Proven

Our alumni speak for themselves - see their costs testimonials on our website. They work in a diverse is range of industries and organisations. Many are in top

### Recognised

In addition to respected regulatory authorities, our qualifications are recognised by colleges, universities, employers and governments around the world.

### Flexible

You can study full-time or part-time at a pace that suits you. All our Diplomas provide expertise in Business Management and offer you the option of specialising in Marketing or HR alongside this.

### Supported

As an ABE member, you can access a wealth of resources designed to support your studies and enhance your learning experience. Every ABE unit has by its own study guide and we support our colleges with Diplomas additional high-quality tuition resources to help them cost deliver teaching to an outstanding standard.

### A great route to university

ABE's Diplomas have credits which are accepted universities around the world. Holders of ABE can fast track onto a degree course, meaning the your education is dramatically reduced.

## Recognition

ABE is fully regulated by Ofqual, the British Government's qualifications regulator for England. Ofqual has an outstanding reputation on the international stage and we are proud to comply with its exacting standards. When you hold a qualification with an Ofqual logo you have independent proof of its quality and integrity.

In addition to Ofqual, we have agreements or recognition by regulatory authorities in many other countries where we operate - check the country pages on our website for more details.



**Kabrina Belgrove, Trinidad & Tobago - winner of the President's Prize**

"I have been exposed to a variety of courses which have given me a diverse pool of knowledge. This helped prepare me for the real business world with



respect to enhanced critical thinking and analytical skills.”

## Credits

ABE's qualifications have credits which are recognised by many universities and can be transferred to provide exemptions onto qualifications offered by other organisations. For example, with an ABE Level 5 you can get direct access to the final year of a related Bachelors degree (see our website for details).

Credits also indicate the size of the qualification. One credit is awarded for every ten hours of learning.

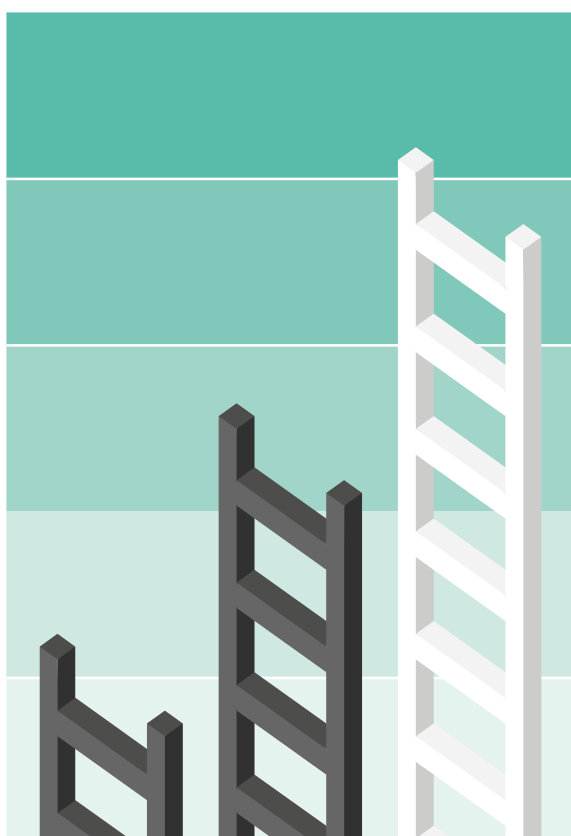
Credit values are related to the qualification title as follows:

- Award 1-12 credits requiring up to 120 hours of learning.
- Certificate 13-36 credits requiring up to 360 hours of learning.
- Diploma has 37 credits or more requiring more than 360 hours of learning.

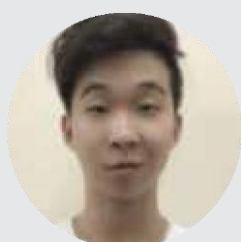
The full Diplomas at Levels 4, 5 and 6 each carry 120 credits which match the stages of a Bachelors degree.

## Levels

Ofqual assess qualifications by their level of difficulty and they are titled accordingly. The table below shows a typical progression route for our 120 credit qualifications. Please check our website for a list of universities which have formally confirmed top-up agreements.

	<b>LEVEL 6</b>	With this qualification you can go straight onto a related Masters (including MBA) degree. Also at this level: the final year of a Bachelors degree
	<b>LEVEL 5</b>	With this qualification you can get onto the final year of a related Bachelors degree. Also at this level: year two of a Bachelors degree
	<b>LEVEL 4</b>	With this qualification you can get onto the second year of a related Bachelors degree. Also at this level: year one of a Bachelors degree
	<b>LEVEL 3</b>	The grounding you need to help you successfully complete the next ABE academic level. An A-level (UK) is also at this level.
	<b>START</b>	

See entry guidelines on the website or talk to your college about the most appropriate level for you to begin your ABE journey



**Han Phyoo Oo, Myanmar**

“ABE is well-known in Myanmar and recently I have noticed that successful organisations recognise ABE graduates for job application purposes. This is because most top level managers themselves hold ABE qualifications. I believe ABE qualifications have nurtured and developed those successful business entrepreneurs to be who they are now.”



# ABE alumni – a bright future

## What happens to our alumni?

ABE is proud to say its alumni have been leading organisations for over 40 years. Many ABE graduates go on to become successful entrepreneurs. Our alumni represent every business sector including finance, government, healthcare, industry and not-for-profit. Whatever field takes your interest, ABE will give you the tools to achieve your professional ambitions.



## Some findings from our most recent survey of ABE qualification holders:

- ABE alumni are working all over the world; responses came from more than 70 countries with over 1,000 different job titles given.
- 65% were working in medium or large organisations.
- 71% who had achieved a higher ABE qualification (eg L6) were in a managerial or professional role.
- 97% stated ABE had been relevant or beneficial to their career.



**Michael Eberechukwu Obasi, CEO / Founder of Embassy Educational Consultancy**

“The advantages of ABE to me are too numerous to mention and I will always remain grateful to ABE for helping me to become a better person and also for the role it played in reshaping my future for the better.”



**Joe Leprince, Management Accountant, Schlumberger**

“Studying the ABE Diploma in Business Management had equipped me with the necessary knowledge to venture into any role within any organisation and in any industry.”



**Cindy Alexander, Senior professional in the public sector**

“I opted for ABE, among a myriad of other options, as the programme offers the right mix of modules at an affordable cost and flexible timing so I could achieve a work, life and study balance.”



**Cathryn Carew, Human Resources Officer**

“I have learnt how to link my experience with the knowledge gained and actually have a greater appreciation for the ‘whats’ and ‘whys’ of management; a broader perspective on why certain decisions are taken by management and have grown in my knowledge base and understanding.”



## **ABE Business Management Portfolio**

Expertise in business management will enable you to excel in a huge variety of career paths. If you are ambitious - our qualifications will give you tools to achieve your goals.

### **Gain an internationally recognised management qualification.**

Cost-effective, professional qualifications offering a winning combination of academic expertise and practical workplace skills to ensure you excel in a management role.

Our portfolio has been developed to provide the skill set, foresight and adaptability needed for a management career, now and in the future. From entry level (3 or 4), you can progress up to Level 6 which will hone the ability and knowledge required to work at a senior strategic level.

Entrepreneurialism is embedded throughout the programmes. This is a great benefit as employers value staff who demonstrate entrepreneurial abilities and, in an ever-changing job market, having the know-how to create your own business is an invaluable life skill.

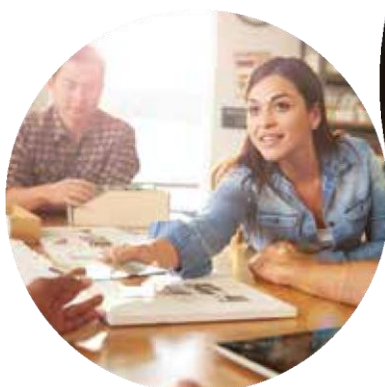
In addition, our full Diplomas all carry 120 credits, which means they match the stages of a Bachelors degree and offer clear progression.

### **Why study HR or Marketing with Business Management?**

The advantage of ABE's HR and Marketing streams is that you gain the specialist knowledge to forge a career in these fields combined with general business management expertise.

Being able to offer the marketing or HR discipline, alongside with a wide-ranging strategic understanding of business management in general, will provide an enviable skill set. This could prove invaluable as marketing or HR directors are likely to be involved in decisions that shape overall corporate strategy. At a lower level the dual qualification has the potential to provide you with a wider choice of career options.





**Naresh Rhajcoomar, Guyana - senior clerical assistant**



"I have developed better interpersonal and leadership skills and I can perform my duties in a more professional manner through continuously extending knowledge in HR."

## ABE Level 3 Certificate in Business Essentials

Ofqual qualification number: 603/1603/2

**Credits:** 24

**Total qualification time:** 240 hours

**Unit:** 1

This qualification provides an introductory grounding in business for those who have not studied the equivalent of a UK A-level. It will help to prepare you for the next academic stage and make the transition to higher level study easier for you

### • Business Essentials

Assessment by exam

## ABE Level 4 Foundation Diploma in Business Management

Ofqual qualification number: 603/1571/4

**Credits:** 60

**Total qualification time:** 600 hours

**Units:** 4 (15 credits each)

This is a shorter Diploma for those who wish to get a basic grounding in business, progress quickly onto the next ABE level, and go on to employment (if you wish to progress to a university degree the 8 unit - 120 credits - Level 4 Diploma will provide more favourable progression options).

### • Dynamic Business Environments

Assessment by exam

### • Enterprising Organisations

Assessment by exam

### • Employability and Self-development

Assessment by assignment

### • Finance for Managers

Assessment by exam

## ABE Level 4 Diplomas

**Credits:** 120

**Total qualification time:** 1,200 hours

**Units:** 8 (15 credits each)

## Business Management

Ofqual qualification number: 603/1572/6

Provides a thorough grounding in business management and a springboard for academic progression. The units listed below, with the four units in the Foundation Diploma, will provide you with an ABE Level 4 Diploma in Business Management:

### • Introduction to Entrepreneurship

Assessment by assignment

### • Introduction to Quantitative Methods

Assessment by exam

### • Project Management

Assessment by exam



• <b>Dynamic and Collaborative Teams</b>	Assessment by assignment
--	--------------------------

<b>Business Management and Human Resources (HR)</b>	Ofqual qualification number: 603/1573/8
---	---

Provides a thorough grounding in business management along with an introduction to the discipline of human resources. Also, serves as a springboard for academic progression. The units listed below, with the four units in the Foundation Diploma, will provide you with an ABE Level 4 Diploma in Business Management and Human Resources:

• <b>Introduction to Entrepreneurship</b>	Assessment by assignment
• <b>Introduction to Quantitative Methods</b>	Assessment by exam
• <b>Project Management</b>	Assessment by exam
• <b>Principles of HR</b>	Assessment by assignment

<b>Business Management and Marketing</b>	Ofqual qualification number: 603/1574/X
--	---

Provides a thorough grounding in business management along with an introduction to the discipline of marketing. Also, serves as a springboard for academic progression. The units listed below, with the four units in the Foundation Diploma, will provide you with an ABE Level 4 Diploma in Business Management and Marketing:

• <b>Introduction to Entrepreneurship</b>	Assessment by assignment
• <b>Introduction to Quantitative Methods</b>	Assessment by exam
• <b>Project Management</b>	Assessment by exam
• <b>Principles of Marketing Practice</b>	Assessment by assignment



**Flora Kitonga, Tanzania – HR systems support manager**

“The best thing about studying with ABE is the flexibility of its programmes, and the high-quality, affordable qualifications offered. Also the content is relevant to my workplace.”



## ABE Level 5 Diplomas

**Credits:** 120

**Total qualification time:** 1,200 hours

**Units:** 6 (20 credits each)

Core units for all qualification streams:

• <b>Managing Agile Organisations and People</b>	Assessment by assignment
• <b>Innovation and Business Performance</b>	Assessment by exam
• <b>Effective Financial Management</b>	Assessment by exam
• <b>International Business Economics and Markets</b>	Assessment by exam

### Business Management

Ofqual qualification number: 603/1596/9

Develops a deeper strategic understanding of business management principles and practical application. In addition to the four core units, select two units from the following list to achieve an ABE Level 5 Diploma in Business Management:

• <b>Operations Management</b>	Assessment by assignment
• <b>Analytical Decision-making</b>	Assessment by assignment
• <b>Managing Stakeholder Relationships</b>	Assessment by assignment

### Business Management and Human Resources (HR)

Ofqual qualification number: 603/1597/0

Develops a strategic understanding of business management and a deeper knowledge of HR principles and practice. In addition to the four core units, select two units from the following list to achieve an ABE Level 5 Diploma in Business Management and Human Resources:

• <b>Human Resource Management</b>	Assessment by assignment
• <b>Employee Engagement</b>	Assessment by assignment
• <b>The HR Professional</b>	Assessment by assignment

### Business Management and Marketing

Ofqual qualification number: 603/1598/2

Develops a deeper strategic understanding of business management and a knowledge of marketing principles and practice. In addition to the four core units, select two units from the following list to achieve an ABE Level 5 Diploma in Business Management and Marketing:

• <b>Integrated Marketing Communications</b>	Assessment by assignment
• <b>Buyer and Consumer Behaviour</b>	Assessment by assignment
• <b>Societal and Social Marketing</b>	Assessment by assignment

## ABE Level 6 Diplomas

**Credits:** 120

**Total qualification time:** 1,200 hours

**Units:** 6 (20 credits each)

Core units for all qualification streams:

• <b>Leading Strategic Change</b>	Assessment by assignment
• <b>Business Strategy and Decision-making</b>	Assessment by exam
• <b>Developing International Markets</b>	Assessment by exam
• <b>Business Ethics and Sustainability</b>	Assessment by exam

### Business Management

Ofqual qualification number: 603/1600/7

Develops the theoretical knowledge and strategic skill needed to excel in a leadership role. Do the four core units and select two from this list to achieve the ABE Level 6 Diploma in Business Management:

• <b>Strategic Stakeholder Relationships</b>	Assessment by assignment
• <b>Corporate Finance</b>	Assessment by assignment
• <b>Advanced Project Management</b>	Assessment by assignment

### Business Management and Human Resources (HR)

Ofqual qualification number: 603/1601/9



Develops the theoretical knowledge and strategic skill needed to excel in a leadership role with a particular expertise in the management of human resources. Do the four core units and select two units from the following list to achieve an ABE Level 6 Diploma in Business Management and Human Resources:	
• <b>Strategic HRM</b>	Assessment by assignment
• <b>Organisational Design, Development and Performance</b>	Assessment by assignment
• <b>Contemporary Developments in Global HRM</b>	Assessment by assignment

## Business Management and Marketing Ofqual qualification number: 603/1602/0

Develops the theoretical knowledge and strategic skill needed to excel in a leadership role with a particular expertise in the discipline of marketing. Do the four core units and select two units from the following list to achieve an ABE Level 6 Diploma in Business Management and Marketing:	
• <b>Strategic Marketing</b>	Assessment by assignment
• <b>Strategic Marketing Relationships</b>	Assessment by assignment
• <b>Digital Marketing Strategy</b>	Assessment by assignment

Please note, total qualification time refers to an estimate of the minimum amount of time it will take to complete the qualification. It includes taught classes, private study and revision.



## The ABE Entrepreneurship Portfolio

Business owners don't look for work they create it. These short course qualifications are designed to give you the tools, confidence and know-how to get your own business off to a flying start. So, if you're dreaming of being your own boss, look no further than the ABE Entrepreneurship portfolio.

### ABE Level 2 Award in Setting Up Your Own Business

<b>Ofqual qualification number:</b> 603/1927/6	<b>Assessment method:</b> assignment
<b>Unit:</b> 1	A single unit qualification with four elements of learning: <b>Element 1</b> Self-employment as a career choice
<b>Credits:</b> 3	



**Tebogo Mokgweetsi, Botswana - studying business with medicine in order to run her own medical practice**



"ABE has an affordable fee structure and provides practical knowledge and skills which people need to operate in the business world."

<b>Total qualification time:</b> 30 hours		<b>Element 2</b> The business proposition <b>Element 3</b> Personal survival as a sole trader <b>Element 4</b> Business finance and recordkeeping
If you are considering setting up your own business or being self-employed, this qualification is designed to highlight the features and challenges so you can make informed decisions. The qualification culminates in a self-assessment of whether setting up your own business is the right decision for you. This qualification also aims to develop a range of transferable skills.		
<b>ABE Level 3 Certificate in Business Start-up</b>		
<b>Ofqual qualification number:</b> 603/0048/6		<b>Assessment method:</b> assignment
<b>Unit:</b> 1	<b>Credits:</b> 36	A single unit qualification with six elements of learning: <b>Element 1</b> Analyse entrepreneurial and market potential <b>Element 2</b> Build the business idea <b>Element 3</b> Plan the marketing approach <b>Element 4</b> Plan the operations <b>Element 5</b> Plan the budget <b>Element 6</b> Create the business plan and pitch
<b>Total qualification time:</b> 360 hours		
This qualification leads you through the steps to starting a business culminating in the creation of your very own viable business plan, which will be submitted through your college to ABE for assessment. As well as gaining a qualification, the business plan will form an essential template with which you can launch your business.		
<b>ABE Level 3 Award in Money Management for Small Businesses</b>		
<b>Ofqual qualification number:</b> TBC		<b>Assessment method:</b> assignment
<b>Unit:</b> 1	<b>Credits:</b> 6	A single unit qualification with four elements of learning: <b>Element 1</b> Financial responsibilities for your own business <b>Element 2</b> Financial products to support money management <b>Element 3</b> Financial and accounting source documents <b>Element 4</b> Managing financial information
<b>Total qualification time:</b> 60 hours		
This qualification is primarily for people who have completed the ABE Level 3 Certificate in Business Start-up and wish to extend their knowledge and application of financial controls and money management. It aims to provide sufficient knowledge of accounting principles to enable you to develop appropriate record-keeping systems for control purposes and to meet legal financial obligations.		
The qualification culminates in an assessment of the financial controls and strategies used in your own business, or a business known to you, and can be applied to a wide range of sectors and industries.		
<b>ABE Level 3 Award in Digital Marketing Essentials for Small Businesses</b>		
<b>Ofqual qualification number:</b> 603/1928/8		<b>Assessment method:</b> assignment
<b>Unit:</b> 1	<b>Credits:</b> 6	A single unit qualification with four elements of learning: <b>Element 1</b> Introduction to the digital world for small businesses <b>Element 2</b> How to create the infrastructure for successful SMEs <b>Element 3</b> Using digital and online tools to communicate and generate revenues <b>Element 4</b> How to develop and maintain an online presence <b>Element 5</b> Creating a digital marketing plan for a small business.
<b>Total qualification time:</b> 60 hours		
If you are thinking about setting up a new small business, or you are already running a venture, this qualification looks at how you can use technology to improve performance through online and digital marketing.		
You will conclude the qualification by developing a digital marketing plan for your business.		
<b>ABE Level 3 Award in the Principles of Business Ethics</b>		

<b>Ofqual qualification number:</b> TBC	<b>Assessment method:</b> assignment
<b>Unit:</b> 1	A single unit qualification with four elements of learning: <b>Element 1</b> Business Ethics – key terms and concepts
<b>Credits:</b> 6	<b>Element 2</b> Apply ethical challenges in a global business environment
<b>Total qualification time:</b> 60 hours	<b>Element 3</b> Apply ethical standards in practice <b>Element 4</b> Personal ethics and professionalism
<p>If you are in the process of establishing your own business, or you are already in employment and wish to further your professional career, this award will introduce various approaches to business ethics and explore some of the dilemmas, challenges, conflicts and risks faced by individuals and organisations when applying ethical values to business practice.</p> <p>You will conclude the qualification with a written Personal Statement of Intent with regard to your own ethical values and how this is likely to impact on your business conduct.</p>	

Please note, total qualification time refers to an estimate of the minimum amount of time it will take to complete the qualification. It includes taught classes, private study and revision.

Open entry to anyone over 16



## The ABE Employability Portfolio

Develop the skills employers want from a recruit or a new employee. Perfect if you're making the move from college into your first job or if you have recently started working.

Impress employers and get a head start in your career.

### ABE Level 2 Award in Employability Skills: Making the Move to Work

<b>Ofqual qualification number:</b> 603/1926/4	<b>Assessment method:</b> assignment
<b>Unit:</b> 1	A single unit qualification with three elements of learning:
<b>Credits:</b> 3	



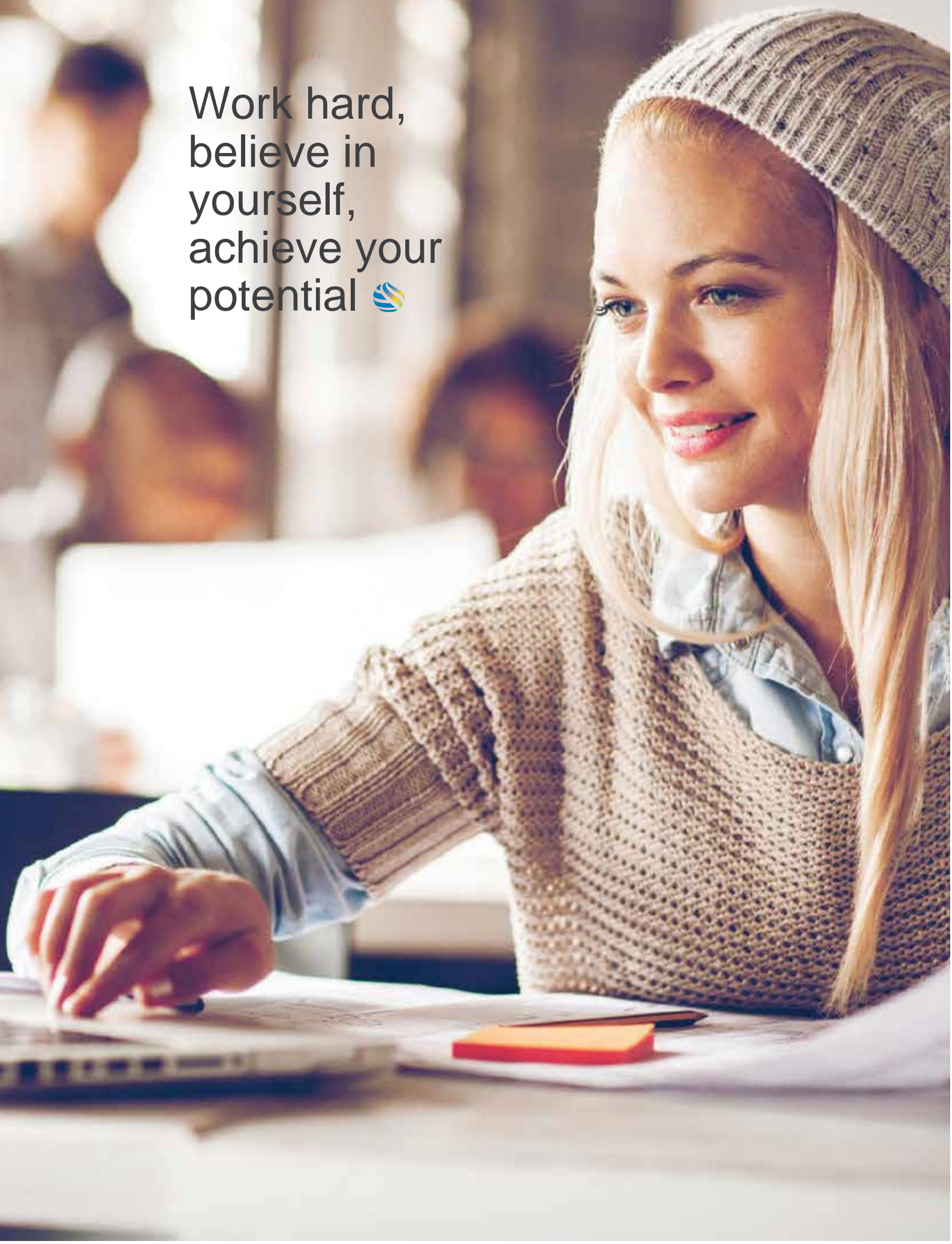


<b>Total qualification time:</b> 30 hours		<b>Element 1</b> What employers are looking for in prospective employees <b>Element 2</b> What I have to offer <b>Element 3</b> Presenting what I have to offer
<p>This short course is ideal if you are seeking employment. It has been designed to make you more aware of what employers are looking for when they recruit new staff. It will show you how to make the most of your qualifications, skills, experience and personal qualities when presenting yourself for employment.</p>		
<b>ABE Level 3 Award in Employability Skills: Putting your Skills to Work</b>		
<b>Ofqual qualification number:</b> TBC		<b>Assessment method:</b> assignment
<b>Unit:</b>	1	<p>A single unit qualification with four elements of learning:</p> <p><b>Element 1</b> Employability skills and their value to organisations</p> <p><b>Element 2</b> Making a positive impression</p> <p><b>Element 3</b> Establishing yourself in a new job</p> <p><b>Element 4</b> Maintaining your value as an employee</p>
<b>Credits:</b>	6	
<b>Total qualification time:</b>	60 hours	
<p>This qualification is ideal if you have recently found employment and are looking to build your career.</p> <p>The qualification considers a range of generic skills and capabilities that are valued by employers and which have been shown to make employees more successful within their roles over and above technical qualifications and experience. Employability skills include behavioural and interpersonal skills that candidates can use to interact and work effectively with others. The qualification is designed to make you successful at job retention and career development. It culminates in your own personal development plan and reflective learning log.</p>		


Please note, total qualification time refers to an estimate of the minimum amount of time it will take to complete the qualification. It includes taught classes, private study and revision.

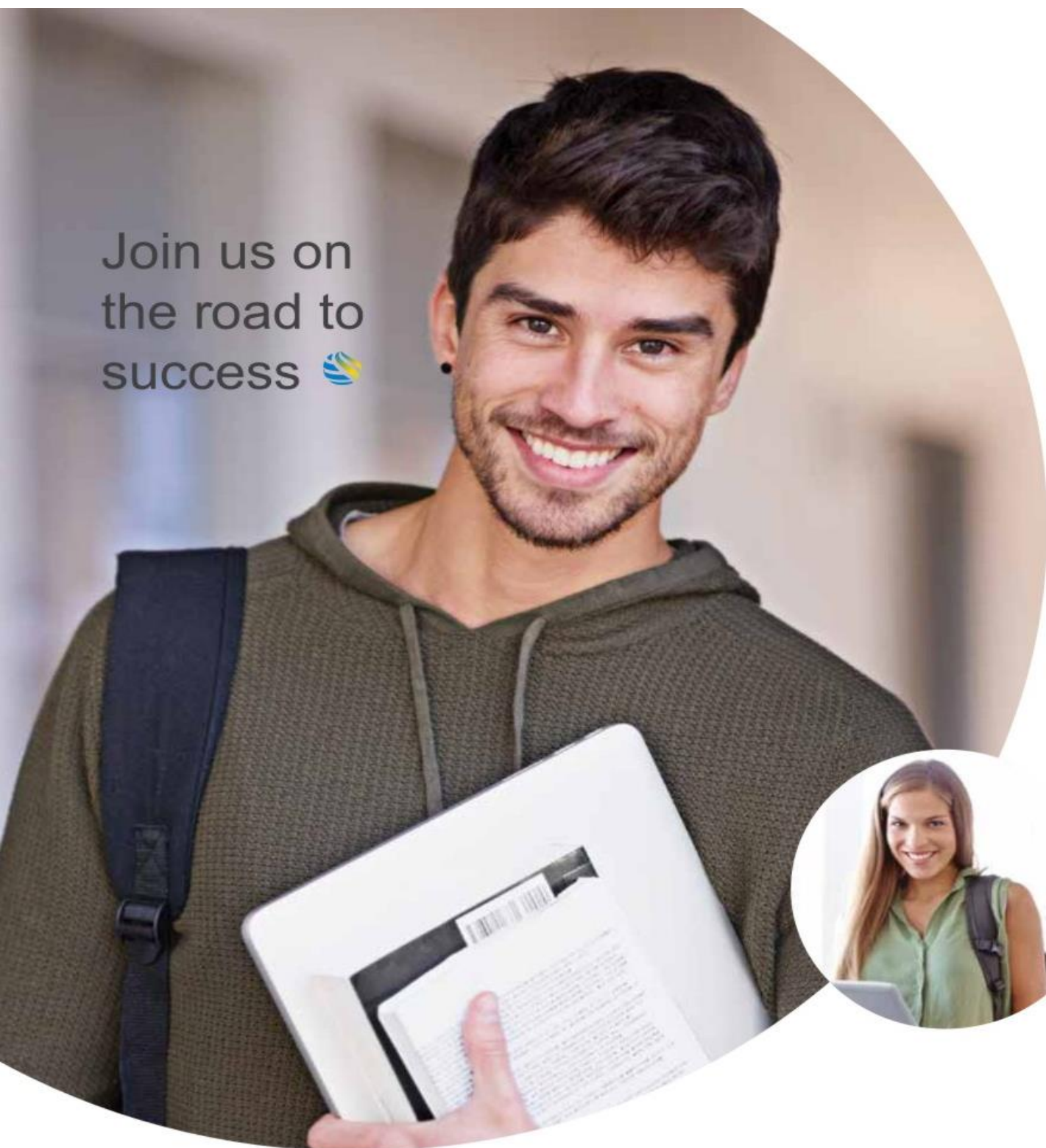
Open entry to anyone over 16

Work hard,  
believe in  
yourself,  
achieve your  
potential 🌊





Join us on  
the road to  
success 



## **ABE** in Abuja

CAMPUS TECHNOLOGIES LIMITED

8 Sirakoro Street, off Blantyre Street, off Adetokunbo Ademola Street,  
Wuse II Abuja, Federal Capital Territory, Nigeria.

Tel: +234 803-535-1690, +234 803-535-1691

Email: [info@abeabuja.com.ng](mailto:info@abeabuja.com.ng)

Website: [abeabuja.com.ng](http://abeabuja.com.ng)

