

Information
for employers



Solutions
for a global
workforce

A circular graphic on the left side of the page shows the silhouettes of several people in a meeting or conference setting, viewed through a grid pattern. The background of the circle has a color gradient from blue at the top to red at the bottom.

The Pioneer in Global Business Education

The Association of Business Executives (ABE) was established in 1973. We are a not-for-profit organisation that develops outstanding business, management and workplace skills through our qualifications and by endorsing high quality training developed by leading employers.



How ABE works with employers

ABE helps our corporate clients and large employers achieve their training and development objectives. Our core qualification portfolio develops outstanding workplace skills, whilst our ABE Endorsed service adds a host of benefits to in-house training programmes.

Great reasons to work with ABE

- ABE is a specialist in developing business qualifications and credentials. Our quality assurance process adds credibility to any work-based courses we endorse.
- ABE has truly global footprint – a recent survey showed our alumni working in over 80 countries meaning ABE offers international recognition.
- ABE is an independent not-for-profit organisation – we provide truly bespoke partnerships and offer a flexible, agile service.



ABE Endorsed is ideal for workplace development, on-the-job training programmes or soft skills courses. It provides international recognition of excellence in training, thereby increasing the programme's credibility and adding value to the course.

ABE Endorsed verifies training as:

**Achieving
quality excellence**

**Meeting
learning outcomes**

**Using best
practice for
assessments**

ABE also issues the learners' CPD certificate thereby easing the administrative burden of evidencing work-based training.

Why employers choose ABE Endorsed

- It demonstrates to customers, shareholders, media and employees the organisation's commitment to providing outstanding training and development
- ABE Endorsed training can be positioned as superior to non-endorsed training offered by competitors
- It can help to attract and retain the best candidates
- It demonstrates quality KPIs against your training and development budget

Why staff like ABE Endorsed training

- Staff achieve a certificate featuring the branding of an internationally respected awarding body associated with exceptional workplace skills
- Staff have assurance that their course is credible and meets international standards
- An ABE Endorsed certificate provides transportable evidence of CPD and learning to enhance their CV.

ABE's qualifications

ABE qualifications are the outcome of continuous employer research, which includes international focus groups and detailed analysis of environmental changes and emerging trends. As a result, we are pleased to offer exceptional qualifications designed to develop the skills employers need from their executives, both now and in the future.

Many employers sponsor employees to take ABE qualifications at their local college or training centre:



Emmanuel Otegbayo (Adediran), Nigeria

Media strategist and graduate, Emmanuel, was one of several staff members sponsored by his company, MediaReach OMD (one of West Africa's largest media groups), to take ABE qualifications as part of their professional development objectives.

“The choice of ABE was based on the understanding that the modules and courses were practical in nature and structured to immediately improve workplace effectiveness.”



About ABE qualifications

ABE offers short courses (called Awards) in employability and entrepreneurial skills and longer Diplomas, themed around business, HR and marketing with a strong managerial focus running throughout.

We can also offer bespoke solutions by mapping qualifications and units against a client's specific learning and development objectives.



We offer bespoke solutions to our client's learning and development objectives

Great reasons to employ an ABE graduate

When you employ someone holding an ABE Diploma, you can be confident you are employing someone with the skills to make a real difference in the workplace.



Patrick A. Davis, Chief Operating Officer, Snap for Charity

Snap for Charity is a global development network, founded by Patrick and two other ABE alumni, and dedicated to help improve the lives of the less fortunate.



“I have no doubt that ABE graduates are better prepared for the job market which is why my foundation gives ABE qualification holders priority in employment and this has led to all but one of our staff members/consultants being ABE Alumni.”

About ABE qualifications

ABE is recognised by Ofqual, the UK government’s official qualifications regulatory authority for England. Organisations have to meet exacting standards in order to be Ofqual recognised.

Ofqual assesses qualifications by ‘Levels’ and they are titled accordingly. This is the table of equivalencies to Ofqual Levels;

RQF Level	Other qualifications at the same level
Level 3	UK Foundation Degree, UK ‘A’ level, BTEC National Cert
Level 4	BTEC Professional Diploma, first year of 3 year Bachelors degree course
Level 5	HND, Higher Diploma, second year of 3 year Bachelors degree course
Level 6	Bachelors Degree, Graduate Diploma

Credits

ABE’s qualifications have credits. These credits are widely recognised by academic institutions and can be transferred to provide exemptions onto qualifications offered by other organisations. For example, an ABE Level 5 provides direct access to the final year of a Bachelors degree whilst a Level 6 progresses straight to an MBA.

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 and will require up to 20 hours of learning.

Certificate - 13-36 credits and will require up to 360 learning hours.

Diploma has 37 credits or more and will require more than 360 learning hours.

ABE’s current Diplomas at Level 4, 5 and 6 each carry 120 credits which match the stages of a Bachelors degree.

We hope that your organisation will benefit from the skills and knowledge that our graduates can bring.

The Core Portfolio

ABE Level 3 Certificate in Business Essentials (24 credits)

Learners must complete one mandatory unit

Business Essentials

ABE Level 4 Foundation Diploma in Business Management (60 credits)

Comprised of four units in total. **Mandatory units**

Dynamic Business Environments (15 credits)	Enterprising Organisations (15 credits)	Employability and Self-development (15 credits)	Finance for Managers (15 credits)
---	--	--	--------------------------------------

ABE Level 4 Diplomas (120 Credits)

Comprised of eight units in total, the four mandatory units from the Foundation Diploma, plus one of the following blocks of four additional units.

Business Management	Business Management & Human Resources	Business Management & Marketing
Introduction to Entrepreneurship (15 credits)	Introduction to Entrepreneurship (15 credits)	Introduction to Entrepreneurship (15 credits)
Introduction to Quantitative Methods (15 credits)	Introduction to Quantitative Methods (15 credits)	Introduction to Quantitative Methods (15 credits)
Project Management (15 credits)	Project Management (15 credits)	Project Management (15 credits)
Dynamic & Collaborative Teams (15 credits)	Principles of HR (15 credits)	Principles of Marketing Practice (15 credits)

ABE Level 5 Diplomas (120 Credits)

Comprised of six units in total, four core units plus two optional units. **Mandatory units (all streams)**

Managing Agile Organisations & People (20 credits)	Innovation & Business Performance (20 credits)	Effective Financial Management (20 credits)	International Business Economics & Markets (20 credits)
---	---	--	--

PLUS two optional units (a further 40 credits) from a Specialist Stream

Business Management Optional Units (choose 2)	Business Management & Human Resources Optional Units (choose 2)	Business Management & Marketing Optional Units (choose 2)
Operations Management (20 credits)	Human Resource Management (20 credits)	Integrated Marketing Communications (20 credits)
Analytical Decision-making (20 credits)	Employee Engagement (20 credits)	Buyer & Consumer Behaviour (20 credits)
Managing Stakeholder Relationships (20 credits)	The HR Professional (20 credits)	Societal & Social Marketing (20 credits)

ABE Level 6 Diplomas (120 Credits)

Comprised of six units in total, four core units plus two optional units. **Mandatory units (all streams)**

Leading Strategic Change (20 credits)	Business Strategy & Decision-making (20 credits)	Developing International Markets (20 credits)	Business Ethics & Sustainability (20 credits)
--	---	--	--

PLUS two optional units (a further 40 credits) from a Specialist Stream

Business Management Optional Units (choose 2)	Business Management & Human Resources Optional Units (choose 2)	Business Management & Marketing Optional Units (choose 2)
Strategic Stakeholder Relationships (20 credits)	Strategic HRM (20 credits)	Strategic Marketing (20 credits)
Corporate Finance (20 credits)	Organisational Design, Development & Performance (20 credits)	Strategic Marketing Relationships (20 credits)
Advanced Project Management (20 credits)	Contemporary Developments in Global HRM (20 credits)	Digital Marketing Strategy (20 credits)

The Entrepreneurship Portfolio

ABE Level 2 Award in Setting up your own Business

ABE Level 3 Certificate in Business Start-up

ABE Level 3 Award in Money Management for Small Businesses

ABE Level 3 Award in Digital Marketing Essentials for Small Businesses

ABE Level 3 Award in the Principles of Business Ethics

The Employability Portfolio

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

ABE Level 3 Award in Employability Skills: Putting your Skills to Work

Information for employers



Tel: +44 (0) 20 8329 2930
Email: marketing@abeuk.com
www.abeuk.com

