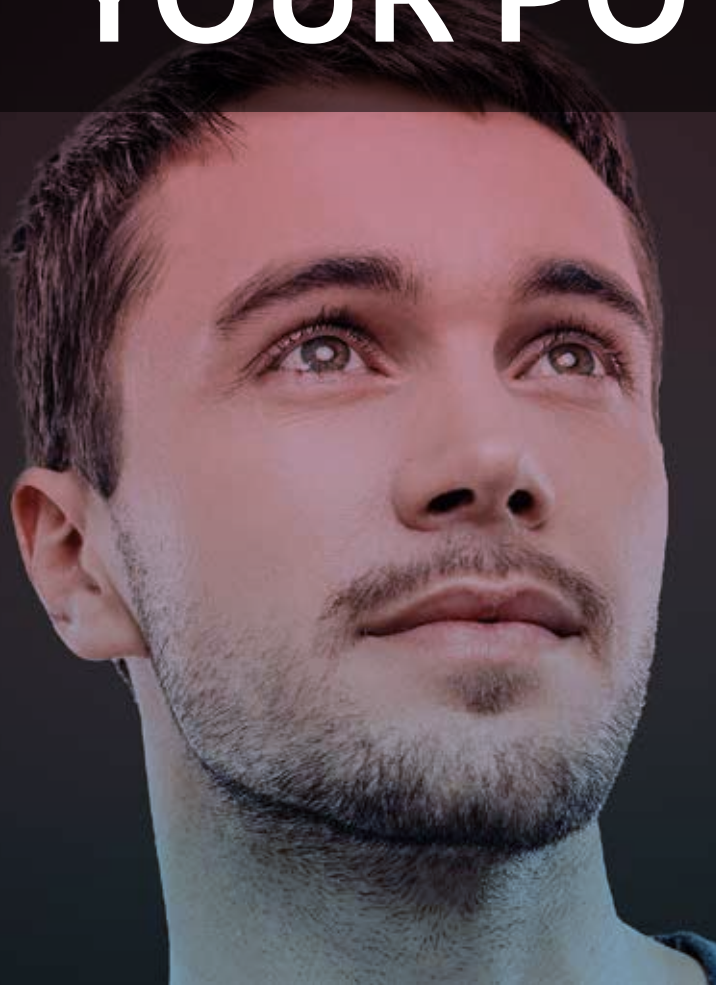


**PROSPECTUS**

# **BELIEVE IN YOUR POTENTIAL**



## Welcome

ABE has been advancing education in business and entrepreneurship for five decades.

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 is here to help you develop the skills and self-belief to seize that opportunity and succeed.



**DEVELOP THE SKILLS AND SELF-BELIEF TO SEIZE OPPORTUNITIES.**



Our qualifications are the outcome of extensive and wide-ranging research which assessed the skills needed for organisations to thrive in both the short term and the long term. As a result, our programmes develop outstanding business skills along with the ability to be flexible and adapt to diverse business environments. This provides the backdrop to ABE's portfolio.

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

What's more, you become part of a global network that believes in using business as a force for good. ABE advocates responsible globalisation and trade which benefits everyone – we call it the ABE Way!

## About ABE qualifications

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 core business management principles. This, together with our qualifications' focus on developing practical workplace skills underpinned with strong theoretical knowledge, is a winning combination for ABE graduates.



Successful entrepreneur, Monica, achieved her first ABE qualification in 2008 and used the knowledge she gained to start her own business. She rejoined ABE at Level 6 in 2019 to help her develop the strategic marketing skills she needed to expand her company and grow it into a multinational organisation.

*"Studying with ABE has helped me gain knowledge which has led to the expansion of my business."*

**Monica Evelyn Amoni, Malawi – founder and owner of Evelyte Civil Engineering & Building Contractors.**



A chance drive past an ABE college led Neera to enrol for an ABE qualification and she hasn't looked back since.

*"ABE is flexible and affordable, especially in this difficult economic period. The modules are designed and tailored so that it is easy to apply to any work environment giving its students a competitive advantage. I love doing research work therefore the assignments were intellectually stimulating, challenging and practical for me."*

**Neera Mohan, Trinidad & Tobago**



## WHY CHOOSE ABE?

### **For the very best business qualification**

We are *the* sector specialists. Business education is our business. When you choose ABE, you will be joining a programme renowned for developing exceptional business talent. The quotes from our alumni throughout this brochure are testament to this. ABE graduates are working all over the world in a diverse range of industries and organisations. Many are in top jobs or running their own successful enterprises.

### **For international recognition**

ABE is a multinational company working with a fantastic network of high-quality centres around the world. This means our qualifications are known and respected in multiple countries.

## **For official recognition**

ABE is fully regulated by Ofqual, the British Government's qualifications regulator for England. Ofqual has an outstanding reputation, and we are proud to comply with its exacting standards. All the qualifications in this prospectus carry the Ofqual logo which provides you with independent proof of their quality and integrity.

In addition to Ofqual, we have recognition by similar respected regulatory authorities in many other countries where we operate.

## **For support**

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 its own study guide, and we support our colleges with additional high-quality tuition resources to help them deliver teaching to an outstanding standard.

## **For university progression**

ABE qualifications carry academic credits which match the stages of a degree. These credits are widely used by universities, and they can be mapped to provide exemptions against relevant degree programmes so you can top up to a degree quickly and affordably (read more page 6).

## **For flexibility and affordability**

ABE is a not-for-profit organisation and strives to offer a flexible, affordable service. We understand that life is not always straightforward. For this reason, units can be taken in any order and over as much or as little time as you need. You don't have to book assessments until you are ready to take them.

## **For the ABE Way - more than just a qualification**

When you join ABE, you become part of a group of inspirational people from around the world wanting to use business as a force for good. ABE is about a belief in your potential. It's a commitment to be a better version of yourself. It's a sense of pride in your community and a promise to transform lives, creating a more prosperous future for all.

We call this the ABE Way.

#ABEWAY.








Siyaahath achieved a Top Paper Award whilst working full time and starting a family.

*"The ABE programme is a highly preferred qualification in the Maldives, particularly among working professionals and young workers who want to advance in their careers. The programmes are designed in such a way that is applicable to the real world."*

**Siyaahath Hassan Zareer, Estate officer, Maldives,**

## ABE qualification levels

Ofqual regulated qualifications are titled by their level of difficulty as outlined in the table below.

	<b>LEVEL 2</b>	Suitable for age 14 plus. Also at this level (in the UK): GCSE
	<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>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 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 6</b>	Also at this level: the final year of a Bachelors degree

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



Visuna tells us using the problem-solving skills he has gained from his ABE course has helped him reduce stress at work.

*“Almost every subject requires us to analyse or evaluate a real-world company. It is interesting as then we come to know about the practical scenarios of management. I believe it is a distinctive feature of this course and it makes us competitive in the corporate sector.”*

**Visuna Arachchige, Business Development Manager, Sri Lanka,**



## Credits and university progression

Regulated qualifications have credits which are recognised and used 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 Bachelors degree such as the BA (Hons) Business Administration (top-up) delivered online from the University of Hertfordshire and facilitated through your centre (see more page 7).

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

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

The full ABE Diplomas at Levels 4, 5 and 6 each carry 120 credits which match the stages of a Bachelors degree offering clear progression. Please check our website for a list of universities which have formally confirmed progression agreements.



If your ultimate dream is to get a degree, you can go all the way with ABE. In addition to our standard progression agreements and credit exemptions, we have an exclusive partnership with the University of Hertfordshire (UH), a leading business-facing university and an exemplar in the sector. This means that on completion of your ABE diplomas you can progress straight onto the UH BA (Hons) Business Administration online top-up\* at a fraction of the usual fee.

This programme is delivered and awarded by UH and facilitated through ABE and ABE accredited centres. It provides a fast and affordable direct route to a degree course from a leading UK university. Plus, the course is designed to provide flexibility that allows your study to fit around work and other commitments.

See our website for full details of the programme and entry criteria.

\*Please note in Trinidad & Tobago, Guyana and Kenya the University operates directly through centres only and not via ABE. Some accredited centres have their own in-house top-up arrangements so this is one of numerous options open to ABE learners.



Anthony was inspired to choose ABE after he noticed how well one of his contemporaries did in her career after completing an ABE diploma.

*"The best thing about ABE is it challenges its learners to think globally and the programme is also structured to be very communicative, flexible and a fast route to pursue your Bachelors degree or Masters programme."*

**Anthony Ampong, Ghana**



Caroline has a clear plan to use her studies to further her career and go onto a degree before launching her own business.

*"I was looking for a flexible programme that would help me build a great career at a convenient pace and, after research with different examination bodies, I found that ABE's qualifications had the most up-to-date skillset on the market, which could help me to succeed."*

**Caroline Mandanda, Administrative Assistant, Zambia**



Kezi achieved great results whilst working and raising two children.

*"Studying with ABE helps you to become the one that you thought you could not be, as it brings out the inherent genius in you through professional development."*

**Kezi Martika Gilia, Agriculture Officer, Mauritius**



A high-angle, top-down photograph of a man with dark hair, glasses, and a beard, wearing a dark blue t-shirt and large black headphones. He is sitting at a wooden desk, focused on a silver laptop. His right hand is on the mouse, and his left hand is near his face. On the desk, there is another silver laptop in the foreground, a smartphone, a small potted plant, and a bag of carrots. The background shows a wooden floor and a chair.

**YOUR ABE QUALIFICATION  
WILL PROVIDE A FAST AND  
AFFORDABLE ROUTE TO A  
DEGREE.**



# FEEL CONFIDENT IN YOUR ABILITY TO ADAPT TO DIFFERENT ENVIRONMENTS.



Businesswoman and entrepreneur, Su Su Myint Aung, was instrumental in growing her organisation from a start-up of just six people to a team of 60.

*"I would like to strongly recommend ABE for studying business and related subjects. ABE offers high quality education and can help a young teenager go on to become a successful professional career person like me."*

**Su Su Myint Aung, Executive Director, Nice Style Group of Companies, Myanmar**

## ABE alumni – a bright future

ABE is proud to say its alumni have been achieving their ambitions for five decades. Many ABE graduates go on to lead organisations or become successful entrepreneurs.

Our alumni are represented in every business sector including finance, government, healthcare, industry and not-for-profit. Whatever field takes your interest, ABE will give you the tools to help you achieve your professional ambitions.

- ABE alumni are working all over the world; our last survey showed responses from more than 70 countries with over 1,000 different job titles given.
- 97% stated ABE had been relevant/beneficial to their career.

## Celebrating success

More important than the statistics are the real-life stories behind them and we believe in celebrating success. Twice a year we honour the people who have achieved the highest pass in each unit with our Top Paper Awards and we encourage ABE alumni to keep in touch and remain part of the ABE global community #ABEway. You can read the words of our Top Paper winners and alumni throughout this brochure. See our website for their full stories along with many more.



Tejas chose ABE to gain all-round business knowledge before starting his own company.

*“Students and the overall public are increasingly opting for ABE qualifications as it is well-recognised by companies in Kenya. Employers value prospective employees with an ABE qualification as they possess a wide variety of knowledge of the overall business environment.”*

**Tejas Ganesh Prasad, Kenya**



## ABE Business qualifications

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. They offer a winning combination of practical workplace skills underpinned by solid academic knowledge of management theory.

The ABE portfolio has been developed to provide the skill set, foresight and adaptability needed for a business 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. Regardless of whether you plan to work for yourself, this is a great benefit as employers value staff who can identify opportunities and innovate new ideas. Plus, in a volatile world, having the knowledge to create your own business and the ability to adapt to new circumstances 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 university 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 you forge ahead with your career - marketing or HR directors are involved in decisions that shape overall corporate strategy.

At a less senior level, the broader qualification provides more career options. If you wish, you can take the specialist units from each three streams and gain three qualifications.



When Sadia got promoted she enrolled for an ABE Diploma so that she could be confident she had the skill set needed to excel in her new role.

*"My studies enhanced and developed my skills, knowledge and attitude in people management, training and development, communication, organisational behaviour, and finance, just to name a few. I was able to immediately put into practice what I learnt and add value to my employer which contributed to my appointment as Human Resource Officer."*

**Sadia Charles, Human Resource Officer, St Lucia**



# DEVELOP YOUR CRITICAL ANALYSIS AND PROVIDE BUSINESS SOLUTIONS.

## ABE assessments

To ensure you have successfully met the learning outcomes, we provide the most up to date and relevant assessments available. Each unit is assessed by either an assignment or a timed open-book exam (timed OBE).

These assessments will further develop skills that help you become an invaluable asset in the workplace with a contemporary mindset able to apply knowledge to offer business solutions and critical analysis. They also develop sought-after abilities such as evaluating information, report writing and time management.

Finally, our assessments provide essential preparation for academic progression as they are closely aligned to the type of assessments used by leading universities.



**Neran chose ABE to help him achieve his ambition to become an entrepreneur.**

*“ABE is widely accepted by employers because the courses are very much related to any business working environment... More people are applying to do ABE courses because of the reviews and recommendations of previous students.”*

**Neran Singh, Guyana**

# ABE Management Portfolio qualifications and units

For more detailed information about ABE qualifications and units please visit [www.abeuk.com/qualifications](http://www.abeuk.com/qualifications)

## ABE Level 3 Certificate in Business Essentials (24 credits)

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 (24 credits)

## ABE Level 4 Foundation Diploma in Business Management & core units (60 credits)

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 would normally be required).

**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)

### Business Management

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**  
(15 credits)

**Introduction to Quantitative Methods**  
(15 credits)

**Project Management**  
(15 credits)

**Dynamic and Collaborative Teams**  
(15 credits)

### Business Management and Human Resources (HR)

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:

**Introduction to Entrepreneurship**  
(15 credits)

**Introduction to Quantitative methods**  
(15 credits)

**Project Management**  
(15 credits)

**Principles of HR**  
(15 credits)

### Business Management and Marketing

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:

**Introduction to Entrepreneurship**  
(15 credits)

**Introduction to Quantitative methods**  
(15 credits)

**Project Management**  
(15 credits)

**Principles of Marketing Practice**  
(15 credits)



## ABE Level 5 Diplomas (120 credits)

Core units for all qualification streams:

<b>Managing Agile Organisations and People</b> (20 credits)	<b>Innovation and Business Performance</b> (20 credits)	<b>Effective Financial Management</b> (20 credits)	<b>International Business Economics and Markets</b> (20 credits)
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### Business Management

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> (20 credits)	<b>Analytical Decision-Making</b> (20 credits)	<b>Managing Stakeholder Relationships</b> (20 credits)
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### Business Management and Human Resources (HR)

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> (20 credits)	<b>Employee Engagement</b> (20 credits)	<b>The HR Professional</b> (20 credits)
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### Business Management and Marketing

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> (20 credits)	<b>Buyer and Consumer Behaviour</b> (20 credits)	<b>Societal and Social Marketing</b> (20 credits)
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## ABE Level 6 Diplomas (120 credits)

Core units for all qualification streams:

<b>Leading Strategic Change</b> (20 credits)	<b>Business Strategy and Decision-making</b> (20 credits)	<b>Developing International Markets</b> (20 credits)	<b>Business Ethics and Sustainability</b> (20 credits)
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### Business Management

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

<b>Strategic Stakeholder Relationships</b> (20 credits)	<b>Corporate Finance</b> (20 credits)	<b>Advanced Project Management</b> (20 credits)
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### Business Management and Human Resources (HR)

Develops the theoretical knowledge and strategic skills needed to excel in a leadership role with a particular expertise in the management of human resources. In addition to the four core units, select two units from the following list to achieve an ABE Level 6 Diploma in Business Management and Human Resources:

<b>Strategic HRM</b> (20 credits)	<b>Organisational Design, Development and Performance</b> (20 credits)	<b>Contemporary Developments in Global HRM</b> (20 credits)
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### Business Management and Marketing

Develops the theoretical knowledge and strategic skills needed to excel in a leadership role with a particular expertise in the discipline of marketing. In addition to the four core units, select two units from the following list to achieve an ABE Level 6 Diploma in Business Management and Marketing:

<b>Strategic Marketing</b> (20 credits)	<b>Strategic Marketing Relationships</b> (20 credits)	<b>Digital Marketing Strategy</b> (20 credits)
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# Entrepreneurship

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.

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

A single unit qualification with four elements of learning: Total 3 credits

<b>Element 1</b> <b>Self-employment as a career choice</b>	<b>Element 2</b> <b>The business proposition</b>	<b>Element 3</b> <b>Personal survival as a sole trader</b>	<b>Element 4</b> <b>Business finance and recordkeeping</b>
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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.

## ABE Level 3 Certificate in Business Start-up

A single unit qualification with six elements of learning: Total 36 credits

<b>Element 1</b> <b>Analyse entrepreneurial and market potential</b>	<b>Element 2</b> <b>Build the business idea</b>	<b>Element 3</b> <b>Plan the marketing approach</b>	<b>Element 4</b> <b>Plan the operations</b>	<b>Element 5</b> <b>Plan the budget</b>	<b>Element 6</b> <b>Create the business plan and pitch</b>
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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.

## ABE Level 3 Award in Digital Marketing Essentials for Small Businesses

A single unit qualification with four elements of learning: Total 6 credits

<b>Element 1</b> <b>Introduction to the digital world for small businesses</b>	<b>Element 2</b> <b>How to create the infrastructure for successful SMEs</b>	<b>Element 3</b> <b>Using digital and online tools to communicate and generate revenues</b>	<b>Element 4</b> <b>How to develop and maintain an online presence</b>	<b>Element 5</b> <b>Creating a digital marketing plan for a small business</b>
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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.

## Employability

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

A single unit qualification with three elements of learning: Total 3 credits

**Element 1**  
**What employers are looking for in prospective employees**

**Element 2**  
**What I have to offer**

**Element 3**  
**Presenting what I have to offer**

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.



**IMPRESS EMPLOYERS AND GET  
A HEADSTART IN YOUR CAREER.**



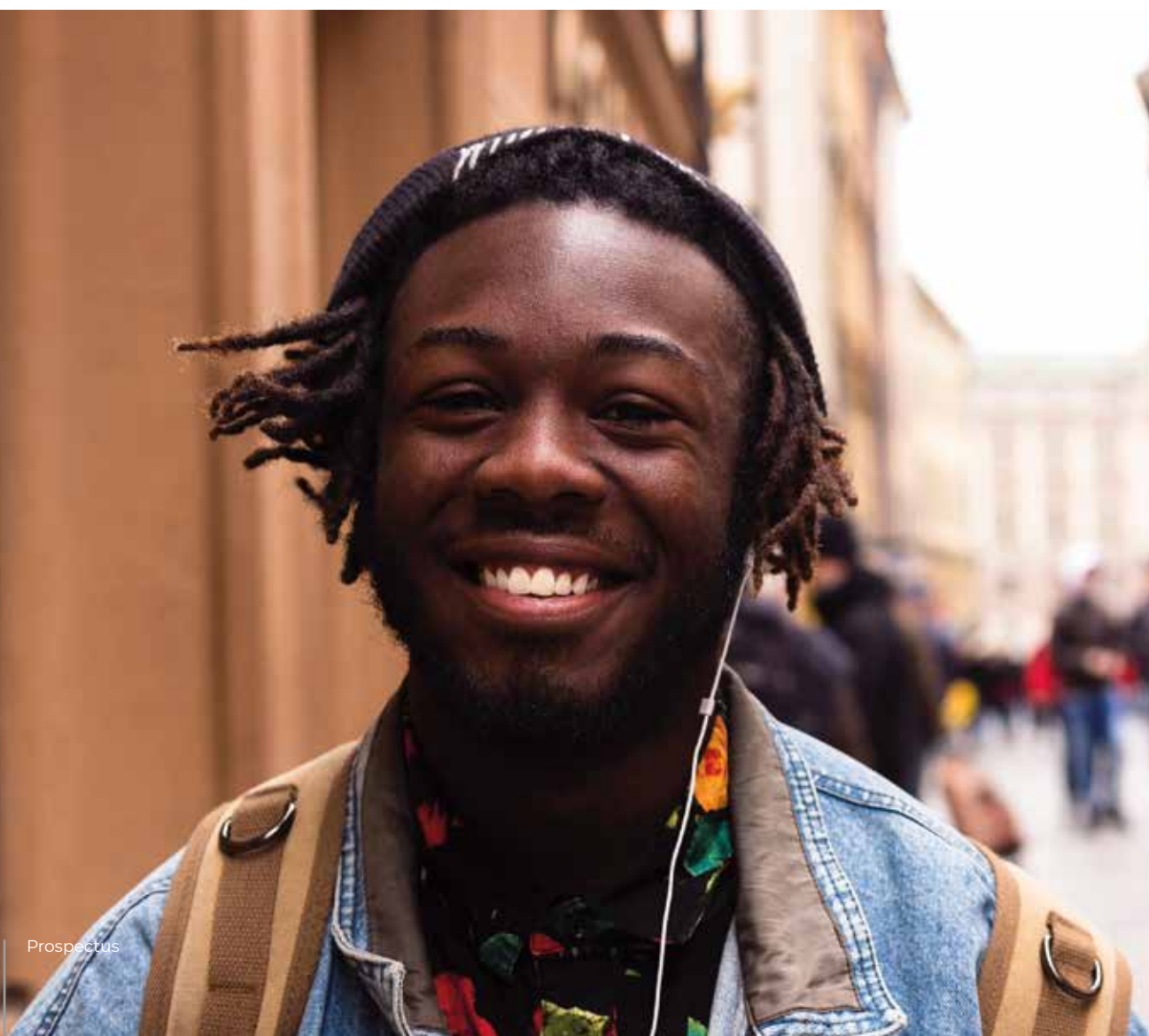


## About ABE

ABE is an international exam board which has been running professional business qualifications since 1973. We operate in multiple countries around the world and have been at the forefront of developing skills in business and entrepreneurship.

We are a not-for-profit organisation and, as well as providing qualifications and courses, we produce leading-edge research and policy recommendations which support the global education partners we serve by helping to shape and strengthen education systems.

ABE is regulated in the United Kingdom by the Office of Qualifications and Examinations Regulation (Ofqual) and it is recognised by similar regulatory authorities in other countries.





# GAIN THE ABILITY TO WORK AT A STRATEGIC LEVEL.



Dr Evans has tutored many successful ABE students including several Top Paper Award winners (the title given to the person who achieves the highest pass mark worldwide). He completed his ABE studies in 2003 and has now achieved the highest academic accolade of a PhD.

*"I hope my story will inspire current and future ABE students to believe and realise that it is possible to rise from humble academic beginnings to the highest possible level of their academic journey."*

**Dr. Evans Ojiambo Onditi (PhD), Lecturer, Kenya**



Diedre chose ABE to help her launch her own production business.

*"The best thing about studying with ABE is that you pay less for more. The qualification is recognised worldwide, and it is more affordable than other tertiary institutions in Jamaica..."*

**Diedre McLaren, Senior Secretary, Jamaica**



Kalidou is bursting with entrepreneurial ambition. After gaining a Masters degree she plans to open a female digital marketing agency and launch a cosmetic company.

*"The best aspect of ABE for me is both the promotion of English and some future-oriented subjects such as entrepreneurship, innovation and project management. With this programme, learning requires a certain openness of mind to understand and think like you're in business."*

**Kalidou Daki, Cote d'Ivoire**

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