

Open Awards Qualification Unit



1 Unit Details

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| Unit Title: | Understanding Laws and Ethics of Selling |
| QAC Code: | J/506/3412 |
| Level: | Level 2 |
| Credit Value: | 3 |
| Minimum GLH: | 24 |

2 Learning Outcomes and Criteria

| Learning Outcome (The Learner will): | Assessment Criterion (The Learner can): |
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| 1. Understand the laws affecting selling | 1.1 Identify the laws affecting selling in an organisation |
| | 1.2 Describe how the laws affect selling in an organisation |
| | 1.3 Describe the consequences for self, organisation and customer if legal requirements are not complied with |
| 2. Understand the ethics of selling | 2.1 Describe the qualities of an ethical sales person |
| | 2.2 Describe the benefits of selling ethically |
| | 2.3 Describe the importance of industry codes of conduct |
| | 2.4 Describe the consequences for self, organisation and customer if a sales person behaves unethically |