

Open Awards Qualification Unit



1 Unit Details

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):
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