



Purpose Statement

BIIAB Level 3 Certificate in Licensed Hospitality Operations – 600/5195/4 and C00/0448/2

Overview

The BIIAB Level 3 Certificate in Licensed Hospitality Operations has been designed for those wanting to progress to a supervisory level position in licensed hospitality, for example behind a bar or in customer-facing roles in the bar area, employed in various licensed hospitality premises such as:

- > Leased premises
- > Managed houses
- > Tenanted premises
- > Hotels
- > Restaurants
- > Nightclubs
- > Club premises

Alongside the BIIAB Level 3 Diploma in Licensed Hospitality Skills and Functional Skills (Essential Skills in Wales) in English and Maths, the qualification is designed to make up the component parts of the Advanced Apprenticeship in Licensed Hospitality in England and Wales.

This qualification meets the knowledge-based requirements of the Level 3 Apprenticeship in Hospitality Management in Wales.

Due to constant regulatory, policy and funding changes users are advised to check if this qualification has been placed in the relevant Apprenticeship Framework and is funded for use with individual learners before making registrations. If you are unsure about the qualification's status, please contact BIIAB Qualifications Limited head office.

Who is this qualification for?

This qualification is appropriate for use in the following age ranges:

- > 16-18
- > 19+

Skills and Education Group Awards expects approved centres to recruit with integrity on the basis of a learner's ability to contribute to and successfully complete all the requirements of a unit(s) or the full qualification.

Purpose Statement

What does the qualification cover?

Learners must achieve 20 credits (12 credits from the mandatory group and a minimum of 3 units from the optional group).

The qualification covers:

Mandatory Group

- > **Motivating a Team in Business** - This unit introduces how motivation contributes to the achievement of business objectives. Learners will understand the link between motivation and performance, and identify factors that influence motivation in managers, teams and individuals. The unit also covers key team motivation strategies and the use of coaching to support both good and poor performance. In addition, learners will gain an understanding of reward and incentive approaches and how these can be applied to improve performance in a business environment.
- > **Understanding a Business Market** - This unit provides learners with an understanding of how marketing activities support business vision and objectives. Learners will explore the relationship between the marketing mix and business aims, and how clear marketing objectives can be established.
The unit also develops understanding of methods used to identify and analyse target customer groups, and how marketing objectives can be achieved through appropriate promotional techniques. In addition, learners will understand how to evaluate the success of a marketing plan and its effectiveness in meeting business objectives.
- > **Profit Loss and Budget Control** - This unit provides learners with an understanding of how financial information is used in a business environment to support decision-making and performance management. Learners will develop knowledge of business trading accounts, including how they are structured and used.
The unit also covers different types of business costs and their impact on financial performance. In addition, learners will understand key financial components and how they relate to profitability, enabling them to interpret financial information in a business context.
- > **An introduction to leadership and management** - This unit provides learners with an understanding of leadership and management in a business environment. Learners will explore a range of theories, styles and models, and how these can be applied in practice.
The unit also develops understanding of the skills required to be an effective leader and/or manager, including communication, decision-making and interpersonal skills. In addition, learners will understand how to create a sense of common purpose within a team to support collaboration and the achievement of business objectives.

Purpose Statement

Optional Units

- > **The Principles of Food Safety Supervision for Catering** - This unit provides learners with an understanding of the supervisor's role in ensuring compliance with food safety legislation within a business environment. Learners will develop knowledge of how to apply and monitor good hygiene practices to maintain food safety standards. The unit also covers how food safety management procedures are implemented to control risks and ensure compliance. In addition, learners will understand the importance of the supervisor's role in staff training to support consistent food safety practices and maintain high standards.
- > **Health and Safety in the Workplace** - This unit provides learners with an understanding of health, safety and welfare requirements in the workplace. Learners will explore the benefits of using a safety management system to support safe working practices and compliance with legislation.
The unit also develops understanding of the principles of risk assessment and how these are used to identify, assess and control workplace hazards. In addition, learners will understand common workplace risks and appropriate control measures, as well as how to manage the effects of accidents and incidents to minimise harm and support continuous improvement.
- > **Recruitment and Employment Practice** - This unit provides learners with an understanding of the legal requirements relating to the management of employees within a business environment. Learners will develop knowledge of employment legislation and its impact on workplace practices.
The unit also explores the importance of fair treatment of employees, including equality and consistency in decision-making. In addition, learners will understand disciplinary and redundancy procedures, and the processes involved in the selection and recruitment of staff to support effective workforce management.
- > **Customer Service Procedures** - This unit provides learners with an understanding of the principles of service excellence and their importance in a business environment. Learners will explore the concept of 'Moments of Truth' and how these interactions impact customer perception and satisfaction.
The unit also develops understanding of service standards and how they can be applied to deliver consistent customer experiences. In addition, learners will understand methods for monitoring and measuring customer service performance, as well as identifying opportunities for the continuous development of service excellence.
- > **Training Design and Delivery** - This unit provides learners with an understanding of the training cycle and its purpose in supporting effective learning and development. Learners will explore the principles of training design and how these are used to create structured and engaging training sessions.

Purpose Statement

The unit also develops understanding of how to plan and deliver training that meets the needs of different learners. In addition, learners will understand how training is evaluated to assess its effectiveness and support continuous improvement.

- > **Sales Promotions and Merchandising** - This unit provides learners with an understanding of the role of communication in promoting a business and supporting sales activities. Learners will explore the characteristics of sales promotions and merchandising, and how these contribute to attracting and influencing customers.

The unit also develops understanding of how advertising materials are produced to support sales promotions. In addition, learners will understand how to evaluate the effectiveness of a sales promotion to inform future planning and improvement.

- > **Profitable Food Management** - This unit provides learners with an understanding of how to develop and manage a profitable food policy within a business environment. Learners will explore the factors that contribute to the business performance of a successful food offer. The unit also develops understanding of how to manage operating assets and resources effectively to support business objectives. In addition, learners will understand how to produce and implement a sales development plan, and how to evaluate the success of a food policy to support continuous improvement and profitability.

- > **Stock Control** - This unit provides learners with an understanding of stocktaking and its role in controlling business profitability. Learners will explore stock-handling processes and how these contribute to effective stock management within a business environment. The unit also develops understanding of how to interpret and analyse stocktaking results, and the impact these have on strategic business decisions. In addition, learners will understand how stock data can be used to monitor performance and support improved profitability.

- > **Principles of Food Service Supervision** - This unit provides learners with an understanding of the manager's role in leading a food service team within a business environment. Learners will explore the importance of effective communication with customers, team members and other areas of the business to support efficient service delivery.

The unit also develops understanding of the procedures required to ensure consistent and effective food service. In addition, learners will understand common problems that may arise during service and how these can be managed to minimise impact on service standards. Learners will also consider the impact of relevant legislation, regulations and codes of practice on the delivery of food service in licensed premises.

- > **Principles of Food Production Supervision** - This unit provides learners with an understanding of the manager's role in leading a food production team within a business environment. Learners will explore the importance of effective communication within the team and with other areas of the business to support efficient food production.

Purpose Statement

The unit also develops understanding of the procedures required to ensure consistent and effective production processes. In addition, learners will understand common problems that may arise during food production and how these can be managed to minimise the impact on service standards. Learners will also consider the impact of relevant legislation, regulations and codes of practice on food production in licensed premises.

- > **Kitchen Management** - This unit provides learners with an understanding of how to manage and utilise staff effectively within a kitchen environment, applying relevant management theories in practice. Learners will explore the key areas of kitchen administration and their importance in supporting efficient business operations.

The unit also develops understanding of food safety and operational requirements, including HACCP, risk assessment processes, kitchen design, health and safety, and environmental considerations. In addition, learners will understand the role of competition within the industry and how marketing principles and promotional tools can be applied to support business success.

- > **Principles of Drinks Service Supervision** - This unit provides learners with an understanding of the manager's role in leading a drinks service team within a licensed hospitality environment. Learners will explore the importance of procedures in ensuring efficient and consistent drinks service.

The unit also develops understanding of effective communication with customers, team members and other areas of the business to support service delivery. In addition, learners will understand common problems that may arise during drinks service and how these can be managed to minimise the impact on service standards. Learners will also consider the impact of relevant legislation on the delivery of drinks service in licensed premises.

Assessment

This qualification is assessed by external examination and requires internal and external moderation. Specific requirements and restrictions may apply to individual units within qualifications. Please check unit and qualification details for specific information.

Centres must take all reasonable steps to avoid any part of the assessment of a learner (including any internal quality assurance and invigilation) being undertaken by any person who has a personal interest in the result of the assessment.



Purpose Statement

Overview of assessment strategy

The Assessment Strategy has been designed in conjunction with an expert panel, and a steering group. All Centres must adhere to the designed assessment strategy for this qualification.

This qualification contains a number of knowledge units, and they are externally set and marked by BIIAB Qualifications Limited. In order to assess formally the learners' knowledge, **multiple-choice knowledge tests for a number of units** have been developed.

If taken online, the tests are scheduled in our BIIAB Customer Management System and each learner in a cohort will sit a unique test. The online tests are marked automatically.

Assessment materials allowed

Multiple Choice Questions Exam (Online)

Only the use of dictionaries is permitted. Learners must not refer to any books or materials whilst taking this examination. Learners may use the online calculator if required.

Multiple Choice Questions Exam (Paper)

Only the use of dictionaries is permitted. Learners must not refer to any books or materials whilst taking this examination. Learners may use a calculator if required.

Assessments will be accessible and will produce results that are valid, reliable, transparent and fair. BIIAB Qualifications Limited will ensure that the result of each assessment taken by a learner in relation to a qualification reflects the level of attainment demonstrated by that learner in the assessment and will be based upon the achievement of all of the specified learning outcomes.

BIIAB Qualifications Limited will make every effort to ensure that it allows for the assessment to:

- > be up to date and current
- > reflect the context from which the learner has been taught
- > be flexible to learner needs

Please refer to the [Instructions for the Conduct of Examinations and Other External Assessment](#) for further information.



Purpose Statement

What could this qualification lead to?

This qualification shows the learner has gained Level 3 knowledge in licensed hospitality. It may help the learner to move into management roles within licensed hospitality.

Upon completion, the learner may be ready to progress to a higher level, for example by undertaking the following qualifications:

- > BIIAB Level 4 NVQ Diploma in Management
- > BIIAB Level 4 Diploma in Management and Leadership

Centres should be aware that Reasonable Adjustments, which may be permitted for assessment, may in some instances limit a learner's progression into the sector. Centres must, therefore, inform learners of any limits their learning difficulty may impose on future progression.

Further Information

Further information on the qualification can be found on the Skills and Education Group Awards website.