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CORE MODULES

Growth Engineering and Kingston University Business School are working in partnership to validate Sales Development Zone training material and work towards accreditation for Growth Engineering as a academic partner institution.

Mrs Fatima Annan-Diab BA MA, Principal Lecturer, Strategy, Marketing and Entrepreneurship from Kingston Business School sits on the Growth Engineering Board as an advisor to ensure consistency and quality of all materials.

What does Validation mean?

Validation is the process of confirming that a program offered by an accredited institution is of appropriate quality, the intended learning outcomes are at an appropriate level, and the standards set is comparable with similar awards being offered throughout UK higher education.

Students on the validated programmes are registered with Kingston University in order to receive an academic award from Kingston University.

What does Accreditation mean?

The Accreditation is the process by which the University approves a partner institution as having a suitable environment and infrastructure for the development, delivery and quality assurance of validated programmes leading to awards and certification at the University.

The process which started in January 08 is due to be completed by September

Kingston University London
Faculty of **Business & Law**



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	Core Module / Knowledge areas	University academic Credits	Module duration*	Academic Level **
1	Key Skills	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 6
2	Personal & Professional Development	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 6
3	Sales Skills	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 6
4	Sales Management	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 7
5	Sales Operations	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 7

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	Core Module / Knowledge areas	University academic Credits	Module duration*	Academic Level* **
6	Sales Strategy	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 7
7	Strategic Marketing	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 7
8	Organisational leadership and team building	15 credits	150 study hours (including assignments and on line assessments and tests)	Level 6
		Total credits 120		

*ie number of hours study

**currently being validated for accreditation by Kingston University Business School

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