



Higher National Unit specification

General information

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

Unit code: HD8N 35

Superclass: AE

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Unit purpose

Delivering Competent Creative Business Development and Support (SCQF level 8) is a Unit for practice-based learners who may be creative business advisers, creative entrepreneurs, cultural managers, cultural policy or cultural development workers with at least 3 years of practice-based learning delivering Creative business development and support in commercial and social enterprise settings.

This Unit is concerned with creative enterprise for Creative Business Development and Support contexts and is part of a suite of Units that make up the Professional Development Award for Practice-based Learning for the Creative and Cultural Industries at SCQF level 8 for Creative business development and support. The first three Units may be undertaken in any order but they must be successfully completed before this Unit is undertaken. The four Units are:

- 1 *Creative Business Development and Support: Competent in Creative Enterprise* (SCQF level 8)
- 2 *Non-formal Learning: Competent in Sharing Knowledge and Skills* (SCQF level 8)
- 3 *Non-formal Contexts: Competent in Developing Social Potential* (SCQF level 8)
- 4 *Delivering Competent Creative Business Development and Support* (SCQF level 8)

This Unit should be completed by learners in practice-based contexts, eg in the work-place, creative, public or community spaces as an employee, freelancer, trainee, volunteer, apprentice or student.

Higher National Unit Specification: General information (cont)

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

Outcomes

On successful completion of the Unit learners will be able to:

- 1 Competently select, apply and blend the three strands of activity within any Creative Business Development and Support activity or context.
- 2 Demonstrate current engagement in continuing professional development of creative business development and support practice for two of the three strands.
- 3 Reflect on and evaluate their own delivery of creative business development and support using appropriate frameworks, support material and feedback within the last 24 months.

Credit points and level

2 Higher National Unit credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

Recommended entry to the Unit

This Unit is for creative business advisers, creative entrepreneurs, cultural managers, cultural policy or cultural development workers delivering creative business development and support in commercial and social enterprise settings. Learners can be employees, freelancers, interns, volunteers or students in the creative and cultural industries with at least 3 years practice-based learning in any of these roles or in any combination of these roles.

This Unit at level 8 is for Practice-based learners in creative business development and support who are able to meet the requirements through current or prior experiential learning using a range of support material gathered within the last 24 months. This may include:

This may include:

- ◆ learners already in post as competent workers without a qualification at SCQF level 8 that will meet the requirements of the Professional Development Award in Practice-based Learning at level 8.
- ◆ learners moving on from the SCQF level 6 practitioner qualification who have gained sufficient further practice-based learning to meet the minimum experience requirement of a level 8 practitioner.
- ◆ learners from other workforces with relevant SCQF levels 6 or 7 qualifications.
- ◆ 'direct entry' learners with existing awards at level 7 or above, eg HEI Certificates or Diplomas in Creative and Cultural Industries, media, communications, arts, business, community learning and development that include non-formal or informal practice-based learning.

Learners undertaking the level 8 Professional Development Award should have well developed communication and inter-personal skills. They should be able to explain their practice to others and demonstrate the ability to solve problems and to learn from them. They should be able to give an account of their experiences, reflect on them, make valid conclusions and express personal strengths and development needs. They should also be able to demonstrate their ability to collect and apply feedback to improve their performance and to provide useful feedback to others.

Higher National Unit Specification: General information (cont)

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

The recommended Core Skills entry level for this Unit at SCQF level 8 is at least:

Communication (SCQF level 5)

Numeracy (SCQF level 5)

Problem Solving (SCQF level 5)

Information and Communication Technology (ICT) (SCQF level 5)

Working with Others (SCQF level 5)

The recommended Core Skills entry level has been adopted to allow learners from a wide range of backgrounds to access the award.

Core Skills Statement

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

Context for delivery

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

This Unit, like each of the Units that form the qualifications in this suite, should be completed by practice-based learners in non-formal and informal environments, eg in the work-place as an employee, freelancer, trainee, volunteer, apprentice or student. Learners require access to practise-based activities. The first three Units may be undertaken in any order but they must be successfully completed before this Unit is undertaken.

Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit specification: Statement of standards

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Learners should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Competently select, apply and blend the three strands of activity within any creative business development and support activity or context.

Knowledge and/or Skills

- ◆ Select and apply each of the three strands of activity within at least four creative business development and support activities or contexts to meet the planned and emerging requirements
- ◆ Blend the three strands of activity within at least four creative business development and support activities or contexts to meet the planned and emerging requirements
- ◆ Explain the principles behind your practice of delivering competent creative business development and support
- ◆ Explain the values and influences behind your practice of delivering competent creative business development and support

Outcome 2

Demonstrate current engagement in continuing professional development of Creative Business Development and Support for two of the three strands.

Knowledge and/or Skills

- ◆ Demonstrate current engagement in continuing professional development of Creative Business Development and Support for two of the following three strands: Creative Enterprise, Sharing Knowledge and Skills, Developing Social Potential
- ◆ Identify which two of the three activity strands are being further developed and why

Higher National Unit specification: Statement of standards (cont)

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

Outcome 3

Reflect on and evaluate delivery of creative business development and support using appropriate frameworks, support material and feedback within the last 24 months.

Knowledge and/or Skills

- ◆ Use an appropriate framework to reflect on delivery of creative business development and support
- ◆ Gather and collate support material and feedback within the last 24 months to evaluate and affirm aspects of practice
- ◆ Gather and collate support material and feedback within the last 24 months to improve aspects of practice

Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate Knowledge and/or Skills across all Outcomes by showing that they can produce:

A portfolio of support material will provide all the evidence produced from practice-based work carried out within last 24 months. Competencies should be demonstrated through work products and consist of materials that demonstrate that learner has the required competences.

The portfolio should provide all the evidence of meeting the requirements at the appropriate level in the form of:

A Support Material:

A series of work products, audio-visual recordings, documents and commentaries, eg short video sequences, sound-bites blogs or specific written or visual documentation.

Outcome 1

- ◆ Select and apply each of the three strands of activity within at least four creative business development and support activities or contexts to meet the planned and emerging requirements.
- ◆ Blend the three strands of activity within at least four creative business development and support activities or contexts to meet the planned and emerging requirements.

Outcome 2

- ◆ Demonstrate current engagement in continuing professional development of creative business development and support for two of the following three strands: Creative Enterprise, Sharing knowledge and Skills, Developing Social Potential.

Higher National Unit specification: Statement of standards (cont)

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

Outcome 3

- ◆ Use an appropriate framework to reflect on delivery of creative business development and support.
- ◆ Gather and collate support material and feedback within the last 24 months to evaluate and affirm aspects of their practice.

B Reflective Statements:

Three reflective statements: a self-awareness statement, a values statement and a context statement. These statements will refer to the learner's delivering competent creative business development and support.

Outcome 1

- ◆ Explain the values and influences behind practice of delivering competent creative business development and support.

Outcome 3

- ◆ Use an appropriate framework to reflect on support material and feedback within the last 24 months to evaluate, affirm and improve aspects of practice.

C Professional Dialogue:

A 20-minute professional dialogue held between two assessors and the learner, of which a video-recording is made, solely for assessment. (If an interpreter is required by the learner or either assessors then a further 10 minutes is allocated for this purpose). Part of the dialogue will focus on Delivering Competent Creative business development and support.

Outcome 1

- ◆ Explain the principles behind your practice of delivering competent creative business development and support.

Outcome 2

- ◆ Identify which two of the three activity strands are being further developed and why.

Outcome 3

- ◆ Gather and collate support material and feedback within the last 24 months to improve aspects of practice.



Higher National Unit Support Notes

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

Unit Support Notes are offered as guidance and are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

This Unit is part of a suite of qualifications that has been developed in response to the need for recognition and validation of practitioners in Creative business development and support and to provide relevant, practice-based qualifications. The Professional Development Award in Practice-based Learning for the Creative and Cultural Industries aims to support the continuing professional development of the workforce delivering Creative business development and support.

This Unit, like each of the Units that form the qualifications in this suite, should be completed by practice-based learners in non-formal and informal environments, eg in the work-place as an employee, freelancer, trainee, volunteer, apprentice or student. Learners require access to practice-based creative business development and support activities. The first three Units may be undertaken in any order but they must be successfully completed before this Unit is undertaken.

Creative business development and support is delivered by creative enterprise practitioners to aspiring artists and creative professionals; to cultural organisations; and to commercial and social enterprises in the creative and cultural industries. Learners can be employees, freelancers, interns or volunteers in the creative and cultural industries within the last 36 months undertaking practice-based learning in any of these roles or in any combination of these roles.

Creative business development and support consists of three strands of activity:

- ◆ Creative Enterprise for Creative business development and support
- ◆ Sharing knowledge and Skills in Non-formal and informal contexts
- ◆ Developing Social Potential in Non-formal and informal contexts

These three activities are blended by practitioners according to the emerging requirements of each creative business development and support session, activity or project.

Higher National Unit Support Notes

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

The Euro-Aspire Framework (EAF) may be used as an appropriate Competency Framework relevant to the Professional Development Award in Practice-based Learning for the Creative and Cultural Industries SCQF level 8 (equivalent EQF level 5). A summary of the key competencies in the EAF is given below:

- ◆ Deliver given or self-generated aims and objectives
- ◆ Communicate effectively
- ◆ Select or generate and use appropriate content in one or more contexts
- ◆ Use, adapt or modify resources safely
- ◆ Identify, manage and explain the process of any working session
- ◆ Solve problems and demonstrate you can learn from them
- ◆ Know the limits, strengths and development needs of your practice
- ◆ Be aware of the impact of your values in different contexts and with different participants
- ◆ Select, generate or blend three strands of activity and explain the rationale for the choices you make
- ◆ Engage in the assessment and development of your own practice and that of others

Guidance on approaches to delivery of this Unit

This Unit, like each of the Units that form the qualifications in this suite, should be completed by practice-based learners in non-formal and informal environments, eg in the work-place as an employee, freelancer, trainee, volunteer, apprentice or student. Learners require access to practise-based creative business development and support activities. The first three Units may be undertaken in any order but they must be successfully completed before the fourth Unit is undertaken.

Guidance on approaches to assessment of this Unit

This Unit needs to be assessed in non-formal or informal environments, eg in practice-based roles as an employee, freelancer, trainee volunteer, apprentice or student. This Unit at level 8 is for Practice-based learners in Creative business development and support who are able to meet the requirements through current or prior experiential learning using a range of support material gathered within the last 24 months.

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Higher National Unit Support Notes

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Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Opportunities for developing Core and other essential skills

The Unit allows learners to develop *Communication* skills, *Problem Solving* and skills in *Working with Others*. It may also provide opportunities for developing *Information and Communication Technology (ICT)* skills depending on the projects being presented for assessment.

History of changes to Unit

Version	Description of change	Date

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General information for learners

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

This section will help you decide whether this Unit is for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit is a mandatory Unit within a suite of qualifications that has been developed to provide relevant, practice-based qualifications for Creative business development and support and to promote the continuing professional development of the workforce delivering creative business development and support.

Creative business development and support consists of three strands of activity:

- ◆ Creative Enterprise for Creative Business Development and Support
- ◆ Sharing knowledge and Skills in Non-formal and informal contexts
- ◆ Developing Social Potential in Non-formal and informal contexts

These three activities are blended by practitioners according to the emerging requirements of each creative business development and support session, activity or project.

Four mandatory Units make up the Professional Development Award for Practice-based Learning for the Creative and Cultural Industries at SCQF level 8 (equivalent EQF level 5) in Creative business development and support.

These are:

- 1 *Creative Business Development and Support: Competent in Creative Enterprise* (SCQF level 8)
- 2 *Non-formal Learning: Competent in Sharing Knowledge and Skills* (SCQF level 8)
- 3 *Non-formal Contexts: Competent in Developing Social Potential* (SCQF level 8)
- 4 *Delivering Competent Creative Business Development and Support* (SCQF level 8)

The first three Units may be undertaken in any order but they must be successfully completed before this Unit is undertaken.

You may only undertake this Unit if you are a practice-based learner in the creative business development and support sector such as a creative business adviser, creative entrepreneur, cultural manager, cultural policy or cultural development worker. This means that you are likely to be a creative enterprise practitioner delivering creative business development and support. Creative business development and support is delivered by creative enterprise practitioners to aspiring artists and creative professionals; to cultural organisations; and to commercial and social enterprises in the creative and cultural industries. You can be an employee, freelancer, intern or volunteer in the creative and cultural industries with at least 3 years practice-based learning in any of these roles or in any combination of these roles

General information for learners (cont)

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

This Unit at level 8 is for you if you meet the requirements through current or prior experiential learning using a range of support material gathered within the last 24 months. This may include you if you are:

- ◆ already in post as a competent worker without a qualification at SCQF level 8 that will meet the requirements of the Professional Development Award in Practice-based Learning at level 8.
- ◆ moving on from the SCQF level 6 practitioner qualification and have gained sufficient further practice-based learning to meet the minimum experience requirement of a Level 8 practitioner.
- ◆ from other workforces with relevant SCQF levels 6 or 7 qualifications.
- ◆ a 'direct entry' learner with existing awards at level 7 or above, eg HEI Certificates or Diplomas in Creative and Cultural Industries, media, communications, arts, business, community learning and development that include non-formal or informal practice-based learning.

You should have well developed communication and inter-personal skills. You should be able to explain your practice to others and demonstrate the ability to solve problems and to learn from them. You should be able to give an account of your experiences, reflect on them, make valid conclusions and express personal strengths and development needs. You should also be able to demonstrate your ability to collect and apply feedback to improve your performance and to provide useful feedback to others.

The recommended Core Skills entry level for this Unit at SCQF level 8 is at least:

Communication (SCQF level 5)

Numeracy (SCQF level 5)

Problem Solving (SCQF level 5)

Information and Communication Technology (ICT) (SCQF level 5)

Working with Others (SCQF level 5)

The recommended Core Skills entry level has been adopted to allow learners from a wide range of backgrounds to access the award.

This Unit will enable you to:

- ◆ Competently select, apply and blend the three strands of activity within any creative business development and support activity or context.
- ◆ Demonstrate current engagement in continuing professional development of creative business development and support practice for at least two of the three strands.
- ◆ Reflect on and evaluate your own delivery of creative business development and support using appropriate frameworks, support material and feedback within the last 24 months.

You will need to undertake the Unit and assessments in practice-based settings such as in the work-place, in creative, public spaces or community spaces as an employee, freelancer, trainee, volunteer, apprentice or student.

General information for learners (cont)

Unit title: Delivering Competent Creative Business Development and Support (SCQF level 8)

This Unit at level 8 is for Practice-based learners who are able to meet the requirements through current or prior experiential learning using a range of support material gathered within the last 24 months.