National Unit Specification: general information

UNIT   Establishing a Business Identity (SCQF level 4)

CODE   F5GA 10

SUMMARY

This Unit is designed to enable candidates to go through the process of translating a business idea into a working business, including choosing a name for the business and designing a logo. It is intended for candidates who are taking part in programmes aimed at encouraging enterprise and entrepreneurial behaviour, and/or candidates who already have an idea for a business. On completion of the Unit the candidate should be able to develop their business idea into a proposal of a suitable standard for a business plan or discussion with a business adviser.

OUTCOMES

1   Develop and explain an idea for a business.
2   Select and summarise a name for the business.
3   Design an appropriate logo for the business.

RECOMMENDED ENTRY

Entry is at the discretion of the centre but candidates should have a business idea that they want to develop and an interest in starting up their own business.

CREDIT VALUE

0.25 credit at SCQF level 4 (1.5 SCQF credit points at SCQF level 4*).

SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

National Unit Specification: general information (cont)

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CORE SKILLS

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

National Unit Specification: statement of standards

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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.

OUTCOME 1

Develop and explain an idea for a business.

Performance Criteria

(a) Describe the process of translating an idea into a working business.
(b) Explain the role of key activities in establishing your business.
(c) Describe the resources needed to establish a business.

OUTCOME 2

Select an appropriate name for, and effectively summarise key details of, the business.

Performance Criteria

(a) Explain factors to consider when selecting a name for a business.
(b) Explain the features of an appropriate business name.
(c) Select an appropriate business name from a number of choices.
(d) Summarise the name and key details of the business in a suitable format.

OUTCOME 3

Design an appropriate logo for the business.

Performance Criteria

(a) Explain the business image.
(b) Describe how a logo can send messages about a business.
(c) Create a logo using words, initials and colour.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that the candidate has achieved all Outcomes and Performance Criteria of the Unit.

A holistic approach is recommended for assessment of this Unit and evidence must be generated through open-book conditions.

Candidates are required to produce a folio of evidence. Where evidence is oral in nature this must be supported by an appropriate assessor checklist.

Outcome 1 — written and/or oral evidence

Candidates will need to provide evidence to show that they understand the process of how to develop and organise a business idea and translate this into a working business.

Candidates should provide a comprehensive and accurate list of everything that would have to be done in order to turn their business idea into a real business. This should take the form of a structured statement of activities.

The statement should cover the necessary activities related to the following:

◆ Administration
◆ Finance
◆ People
◆ Production
◆ Marketing
◆ Sales
◆ Stock

and the resources needed to establish the business

Although each of the areas identified above should be addressed, it may be that some are not relevant to the specific business idea. If this is the case, the candidate should provide a brief statement explaining why no task is necessary under the relevant category.

N.B The resources needed must be identified.

Candidates must also provide a justification for the type of business chosen.

National Unit Specification: statement of standards (cont)

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Outcome 2 — written and/or oral evidence

Each candidate will need evidence to demonstrate that they have selected a suitable name for their proposed business from a number of choices.

This should consist of:

- an explanation of the factors and features to be considered when selecting a name for the business
- a list of the candidate's favourite three names for their business, selected from a longer list of possible names
- a comparison between the candidate's chosen three names and those preferred by at least one other candidate
- a justification for the candidate's final choice of name for the business
- a statement which summarises the details of the candidate's proposed business, including the job title(s) of those who will be involved in the business, the name of the business itself and details of the product or service to be offered by the business.

Outcome 3 — written and/or oral evidence

Each candidate will need evidence to show that they have designed an appropriate logo for their business.

This should consist of:

- an explanation of the business image.
- a logo which is suitable for company literature and promotion, such as business cards and other advertising materials. The logo should be consistent with the image and name of the company and make appropriate use of words, initials and colour.
- an explanation, giving one justification for the logo's suitability to the businesses' name and one justification for its suitability with the businesses' image.
- An explanation consisting of one reason for the colours used in the logo.

National Unit Specification: support notes

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This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 10 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

The Unit is intended for candidates following a course of study and programmed activities on enterprise and entrepreneurial behaviour. The programme should include a segment which requires candidates to consider setting up their own business.

This Unit is likely to be particularly suitable for groups who may lack self-confidence and self-esteem. They may be individuals who are still of school age but are not in mainstream school environments. Alternatively, they may be adults who have left school and have returned to an educational environment such as college after a gap in learning. These groups may find it difficult to cope with large blocks of study, therefore this Unit is designed to be completed within a relatively short period of time.

The Unit could provide a stepping stone or basis from which candidates could progress to further qualifications. For example, Outcome 2 could be used as preparation for the Core Skill *Working with Others* (SCQF level 4). Successful completion of this Unit may also allow progression to one credit Units in Enterprise or Business. This Unit could also assist candidates in setting up their own business or, perhaps, to take up employment with a view to establishing a business at a later stage. A candidate may choose to set up a business on their own or in association with others. However, each candidate should consider each Outcome from their own individual perspective.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Outcome 1

Candidates should be asked to list everything that would be needed to turn their business idea into an actual business. Once a suitably comprehensive list is available, they can classify their points into the categories outlined in the Evidence Requirements.

Outcome 2

This could involve candidates working with others, for example working in groups. Candidates could brainstorm ideas for the name of each business among members of the group. Subsequently, each candidate can work with the results from the brainstorm to choose the best names. Thereafter, each candidate can check this selection with others before making a final decision on the name for the business. A good business name is one which is easy to remember; liked by everyone in the company; informs people about the business and what it does.

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Candidates should also be aware of the need to summarise the name and other details of their business in a form that would be suitable for business plans, discussions with business advisers, etc. As part of this they could also be made aware that a business name can be registered and should recognise the type of information required to do this. For the purposes of this Unit, a summary of the main details of the business (ie those involved, business name, product or service information) is sufficient. In this way, Outcomes 1 and 2 can be linked together.

Outcome 3

Candidates should consider how the logo they have designed relates to the following:

♦   Image of the business (how it will appeal to clients, customers, etc)
♦   Name of the company (the logo could incorporate the full name of the business or just the initials and may or may not include a graphic)
♦   Colour (a logo may be in strong or pale colours or could be in black and white)

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

The requirement for comparison with other candidates' ideas within Outcome 2, and the requirement to design a logo for the business within Outcome 3 provides opportunities to develop aspects of Core Skills in:

♦   *Working with Others*
♦   *Communication*
♦   *Problem Solving*
♦   *Information and Communication Technology*

However there is no automatic certification of Core Skills within this Unit.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Opportunities for the use of 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 e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003), SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

The Unit can be delivered on its own on a stand-alone basis or as part of a larger programme on enterprise, entrepreneurial activity or general business orientation. It could be directly linked to a series of activities and exercises which candidates would work their way through. If desired, these could be undertaken online.

National Unit Specification: support notes (cont)

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DISABLED CANDIDATES AND/OR THOSE WITH ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website **www.sqa.org.uk/assessmentarrangements**