



Arrangements for:

**National Progression Award in Doing
Business Online at SCQF level 5**

Group Award Code: GA12 45

Validation date: September 2010

Date of original publication: November 2010

Version: 01

Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of National Qualification Group Awards.

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1 Introduction

This is the Arrangements Document for the National Progression Award in Doing Business Online at SCQF level 5 which was validated in September 2010. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

The award seeks to offer a formal qualification for those individuals or businesses who wish to have accredited learning, and to gain knowledge and skills in the methods a business can use to conduct itself online and use the internet to increase its success and productivity.

2 Rationale for the development of the Group Award

A nationwide campaign 'Getting British Business Online', developed by Google, BT, Enterprise UK and e-skills UK (sector skills council for IT) has been launched, offering small businesses the tools and knowledge to conduct business online and build their own free website hosted by Google.

Part of this campaign is the offer of an IT qualification to deliver training to individuals interested in taking a formal learning route to improve their business by getting online.

Further details of this initiative are available at:

<http://itq.e-skills.com/Framework/ITQ-for-Doing-Business-Online>
<http://itq.e-skills.com/Individuals/GBBO>
Official website: www.gbbo.co.uk

The initiative has the expressed support of the Confederation of Business Industry (CBI), Institute of Directors, British Library, PayPal and the Department for Business, Innovation and Skills. In addition to the main employer groups there is direct support from Google Inc and BT.

As part of the GBBO campaign, small business owners will have the options of completing an online wizard to build their own website, or approaching a local training or learning provider to acquire the skills required to conduct business online through the NPA in Doing Business Online. When accessing the official website, there is a training information link which will direct them towards the e-skills website and from there, training opportunities including the NPA. Once centres are up and running this facility can include them in the section 'providers by area' which details who is offering the course.

The Units which have been selected for the award were chosen in relation to identified employer needs to cover the basic requirements for a small business when operating online.

E-skills UK have developed this bespoke qualification as an ITQ to equip learners with the knowledge and skills to operate their business effectively online and use the power of the internet to increase the success and productivity of their business.

The NPA in Doing Business Online is the direct equivalent of the ITQ and is supported by e-skills UK. All Units in the award are taken from the SVQ for IT Users (ITQ) award and are fully mapped onto the current National Occupational Standards for IT Users on a one to one basis.

As all of the Units in the structure of the award are SCQF rated, there are opportunities for progression to other Units within the SVQ framework or other IT and computing awards such as PC Passport or NC Digital Media Computing.

Candidates will gain the key competences, knowledge and skills in the practical IT activities involved in running a business, using any of the internet technologies, such as having a website for providing information or e-mail for customer contact.

The candidates, whether the proprietor, or employees of a Small to Medium Enterprise (SME), will develop an ability to enhance the business through the use of Information Technology (IT). Other candidates would include those who are not currently engaged directly in a business but who may wish to have the appropriate skills developed for future involvement in online business ventures.

The content of the award has been designed specifically for people who undertake such tasks within the workplace. All the tasks set and knowledge required have been judged by e-skills UK to be those typically encountered in the day to day activities of a business. There is sufficient scope within the range of activities to be undertaken for assessment to allow flexibility in a wide variety of business situations and types.

Although included in the IT/computing area, the NPA in Doing Business Online covers a wide range of existing or potential employment sectors. In fact it is aimed at providing the basic online IT skills any business area may wish to have.

There is a full one to one Unit mapping to National Occupational Standards shown in the table below.

Code	Title	NOS Reference	NOS Level
F99E 04	Improving Productivity Using IT 2	IPU	2
F9A0 04	Using the Internet 2	INT	2
F9A4 04	Using Email 2	EML	2
F9D3 04	Website Software 1	WS	1
F9AN 04	Bespoke Software 1	BS	1
F99G 04	IT User Fundamentals 1	IUF:FS	1

3 Aims of the Group Award

The overall aim of the award is to provide a formal qualification for individuals who would prefer to take the route of accredited learning to obtain a deeper understanding of how to improve their business by getting online. It is also suitable for employees of small business or those who wish to have the basic skills to perform business functions online, in keeping with either setting up their own business enterprise in the future or increasing their employability skills.

3.1 Principal aims of the Group Award

The specific aims are to:

- ◆ Develop skills to create a live website for a business
- ◆ Develop candidates' knowledge and understanding of how to use the internet and e-mail to improve the productivity of a business
- ◆ Develop candidates' knowledge of how to optimise their website's position in search engines and monitor the traffic to their site
- ◆ Develop candidates' knowledge of e-commerce options available to their business
- ◆ Develop candidates' skills to manage personal access to online sources securely
- ◆ Develop candidates' knowledge to apply laws, guidelines and procedures for safe and secure internet use
- ◆ Develop candidates' ability to review the benefits and drawbacks of IT tools and systems used, in terms of productivity and efficiency
- ◆ Develop Core Skills

The specific aims above are met by having directly correlated Units. For example for building a website the Website Software Unit would be used as its aim is to provide candidates with the ability to use a software application designed for planning, designing and building websites. The candidate would use basic website software tools and techniques appropriately to produce straightforward or routine single web pages from pre-set templates.

The aims are reflected in typical standard employment practices. An example would be that when candidates undertake the *Using the Internet* Unit, they would have the ability to set up and use appropriate connection methods to access the internet, make the best use of browser software tools and techniques to search for, retrieve and exchange information using a browser or public search engine, and work safely and securely online.

The aims as stated above are met within the award by having individual Outcomes or groups of Outcomes covering each one, including either a practical skill or knowledge.

3.2 General aims of the Group Award

Candidate achievement would be represented by business benefits such as the increasing ability of business owners to operate online and thus be more efficient, effective and productive. For other individuals it would be a boost to their employability prospects or for current employees an enhanced role within a business.

As all of the Units in the structure of the award are SCQF rated, then there are opportunities for progression to other Units within the SVQ framework or other IT and computing awards such as PC Passport or NC Digital Media Computing.

3.3 Target groups

The National Progression Award in Doing Business Online is a Qualification designed specifically for people who are running or working for a small business, looking to do so in the future or are interested in what's involved in getting a business online.

3.4 Employment opportunities

All Units in the award are fully mapped onto the current National Occupational Standards for IT Users. They should therefore enhance candidates' employment prospects within any occupation which utilises information technology as part of its business.

4 Access to Group Award

Access to the award would be at the discretion of the centre, however for successful completion it is suggested that candidates would have skills/knowledge as below:

For the *Improving Productivity Using IT* Unit and the *Using Email* Unit, then the Core Skills of *ICT* at SCQF level 4 and *Communications* at SCQF level 3, or equivalent would be considered appropriate.

For the other Units in the award then any Unit in the same or similar areas taken from NC Digital Media Computing or PC Passport awards at a level below would be most suitable.

For the award as a whole, generally good basic communication skills together with practical computing and IT user skills gained by experience, and use of general business hardware and software would also be sufficient.

There is nothing in the award structure or content that would provide artificial barriers to candidates with disabilities.

There is some scope within all of the Units for Accreditation of Prior achievement.

5 Group Award structure

5.1 Framework

National Progression Award in Doing Business Online at SCQF level 5

The structure of the award is:

Unit title	Code	SCQF credit points	SCQF level
Mandatory Units			
Improving Productivity Using IT 2	F99E 04	4	5
Using the Internet 2	F9A0 04	4	5
Using Email 2	F9A4 04	3	5
Website Software 1	F9D3 04	3	4
Plus			
One optional Unit taken from:			
Bespoke Software 1	F9AN 04	2	4
OR			
IT User Fundamentals 1	F99G 04	3	4

Note: Units are from the SVQ for IT Users (ITQ) framework.

5.2 Mapping information

The Units link to the specific aims of the award as follows:

Aim	Unit(s) which cover as content
Develop skills to create a live website for a business	F9D3 04 Website Software
Develop candidates' knowledge and understanding of how to use the internet and e-mail to improve the productivity of a business	F9A0 04 Using the Internet F9A4 04 Using Email F99 E 04 Improving Productivity Using IT
Develop candidates' knowledge of how to optimise their website's position in search engines and monitor the traffic to their site	F9AN 04 Bespoke Software Or as an addition to F9D3 04 Website Software
Develop candidates' knowledge of e-commerce options available to their business.	F9AN 04 Bespoke Software or as an addition to F9D3 04 Website Software F9A0 04 Using the Internet
Develop candidates' skills to manage personal access to online sources securely	F9A0 04 Using the Internet
Develop candidates' knowledge to apply laws, guidelines and procedures for safe and secure internet use	F9A0 04 Using the Internet F9A4 04 Using Email
Develop candidates' ability to review the benefits and drawbacks of IT tools and systems used, in terms of productivity and efficiency	F99E 04 Improving Productivity Using IT

There is full one to one Unit mapping with the National Occupational Standards. (Refer to table in Section 2 above).

5.3 Articulation, professional recognition and credit transfer

There are some opportunities for progression. For example as these are component Units of the SVQ for IT Users (ITQ) level 2, then by undertaking additional Units from the SVQ award it would be possible to gain the full SVQ. Following this could be an SVQ level 3 award, utilising some of the Units already undertaken as a base. There are also opportunities to progress to other SQA Units such as from the PC Passport and National Certificate Digital Media Computing awards, using the knowledge and skills built up in the NPA.

There are opportunities for credit transfer inherent within each Unit. Centres and candidates should look at the appropriate sections within each Unit and consult SQA documents for details on requirements.

Core Skills

For entry for the award as a whole, but particularly to the *Improving Productivity Using IT* Unit and the *Using Email* Unit, then the Core Skills of *ICT* at SCQF level 4 and *Communications* at SCQF level 3, or equivalent, would be considered appropriate.

The sequence of investigating, planning, implementing a solution, checking and evaluating are covered across the Units providing opportunities to develop and demonstrate problem solving skills up to SCQF level 5.

There are significant opportunities to demonstrate the ability to work with others. A common feature of the Units is the requirement to interface specific IT skills with the broader environment of IT users. For the level 4 Units this requirement is marginal but assumes much greater emphasis with the level 5 Units and permits signposting towards an exit level of SCQF level 5.

For all Units in the award there are extensive opportunities to demonstrate full coverage of *Information and Communication Technology* at SCQF level 5.

There are relatively few Units where the opportunity to demonstrate the numeracy skill area can be predicted with confidence. There are opportunities to handle numerical data but it is unlikely that these activities would encompass the full requirements at any given level.

It can be inferred that numerous opportunities to demonstrate reading and writing skills exist across all Units, but there may be less opportunity to generate the quantity of evidence required. The broad requirement for verbal communication skills at SCQF level 3 is common across all Units. There are opportunities for development of communication skills which could demonstrate at least part coverage to SCQF level 4.

The recommended entry level Core Skills Units would be enhanced when undertaking the award and exit level Core Skills for each of the Units would be signposted as shown in the Appendix 01 (a table showing signposted Core Skills within Units).

6 Approaches to delivery and assessment

The principal theme of the award, ie doing business online allows for integration of task activities across several Units. The mandatory Unit of *Improving Productivity Using IT* further increases opportunities as it can be applied across all or several Units.

Most skills based assessment is by means of a portfolio including a wide range of evidence types, particularly product based evidence, eg a working website supplemented by witness testimony and assessor observation. The knowledge items can be covered by means of candidate statements and objective questioning, including for example multiple choice questions delivered online where appropriate.

Instruments of assessment should provide opportunities for the Outcomes to be fulfilled by means of sampling across the range of the content as stated in the Unit specifications.

Where performance evidence is required, such as creating websites, or using e-mails, a combination of candidate activity logs and assessor checklists could be sufficient to determine achievement. In most cases assessors will also be determining whether the activities carried out by the candidate were safe, legitimate and effective. At SCQF level 5, the balance is towards practical work for assessment purposes. Contexts are clearly stated in each Unit specification. Opportunities exist for the integration of assessment for the Units that have some overlap.

(See Section 7 for details of relevant publications regarding assessment).

Centres can manage the order of delivery to suit local requirements of staffing and candidate needs, but it is recommended that the mandatory Unit *Improving Productivity Using IT* is introduced early to encourage candidates to take full advantage of any opportunities to gather evidence to cover the Outcomes and Performance Criteria which may also be used in subsequent Units. The *Improving Productivity Using IT* Unit would be open throughout and then be completed towards the end of the award using naturally occurring evidence.

It is suggested that, where adopted, the *IT User Fundamentals* Unit be delivered first as it provides basic IT skills and knowledge. *Using the Internet* would be undertaken next as looking at websites and how they function, would be a lead in to *Website Software*. Many of the knowledge and skills requirements can be well integrated within these three Units.

The *Bespoke Software* Unit would normally be covered in the later stages of the award.

The *Using Email* Unit can very much stand on its own and evidence be gathered over a period of time.

A variety of teaching and learning approaches could be adopted which would be very much up to each centre. Certainly training/learning materials tailored to some of the Units, eg for *Website Software* have been made available, by Google and these are free to use by candidates.

As the award is designed for use in the workplace all tasks will be real/realistic. Existing experiences of both candidates and tutors/assessors could be readily used in any of the Units within the award to embed learning, eg demonstrations of how to optimise the websites produced on a search engine could be shown by having before and after sessions recorded.

It is envisaged that candidates undertaking this award in the workplace will develop skills across a range of Units during day to day work activities. Where a candidate cannot undertake aspects of the award within the workplace opportunities should be presented to the candidate to undertake the additional learning and assessment. The Unit specifications outline evidence that should be gathered across the award.

It is anticipated that the primary mode of delivery for this award would be part-time day/evening and flexible learning. This should suit the needs of potential client groups who may be businesspersons or employees, for whom the flexible/evening route may be suitable. Alternatively part-time study may be appropriate for candidates either in school, college or attending training provider, doing the NPA for a fixed number of learning sessions per week.

This Group Award provides a progression from basic skills in computing and IT, such as might be possessed by a school leaver or an adult returner.

Due to the nature of the award most of the content could be delivered or supported using e-learning materials. As mentioned, some will be provided directly by Google and BT. In addition there are existing resource materials available which are highly relevant to the award from Microsoft, Adobe and w3schools.com. In addition materials are being published by the likes of Heinemann and Pearson which cover the Units as part of the SVQ (ITQ).

The use of an e-portfolio for assessment is possible and encouraged within the award.

There would be no differences envisaged in terms of sequence etc from any traditional modes of delivery/assessment.

Core Skills will be developed through the learning and teaching process and not directly assessed in the Units contained within the NPA.

The mandatory Unit *Improving Productivity Using IT* would provide very good opportunities for developing Core Skills. With its emphasis on planning, review and evaluation then problem solving skills can be demonstrated. The candidate is expected to plan and review their use of predefined or commonly used IT tools for activities that are at times non-routine or unfamiliar. As a result of reviewing their work, they will be able to devise solutions to use IT tools to improve productivity. Any aspect that is unfamiliar will require support and advice from other people. Therefore working with others and verbal or written communication will occur naturally.

The Core Skill of *Numeracy* may not be particularly well covered within the mandatory Units although there are concepts of file sizes and response times referred to.

The Units within the award can allow demonstration and development of knowledge and skills which relate directly to some of the Core Skills areas, particularly those in IT but also in Communications, eg when composing e-mails, when writing up candidate statements and reports and more indirectly when putting together a website. As some of the work undertaken could be collaborative, the skills of working with others may also be encountered. Demonstration of problem solving abilities would be demonstrated naturally in the ongoing duration of the course, but particularly if undertaking the *Using IT Fundamentals* Unit.

As the approach to coverage is developed, it is likely that more opportunities could be found for Core Skills during learning activities designed to enable candidates to build their knowledge, skills and understanding to meet the requirements of the award.

7 General information for centres

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.

Internal and external verification

All instruments of assessment used within this Group Award should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in SQA's *Guide to Assessment* (www.sqa.org.uk).

It is highly recommended that centres providing this Award take notice of the ***Assessor's guidelines for the SVQ for IT Users (ITQ) (2010)***. This document provides guidance on the types of assessment suitable for the award and on methods of gathering evidence. It also contains some examples of suitable forms which may be used, including samples of completed entries.

As this award is particularly suited to distance and or/open learning then centres should note that there is existing practice of this type of activity taking place with similar Units from the SVQ across centres that are using an e-portfolio approach. Most of the Unit Evidence Requirements can be provided electronically.

For the Units involved, candidates should work independently. Each centre must ensure that any assessment submission is the authenticated work of the individual candidate. For example, centres may wish to informally question candidates at various stages on their knowledge and understanding of the tasks on which they have embarked. Logs may also be examined and content described verbally by the candidate to the Assessor.

8 General information for candidates

The National Progression Award in Doing Business Online at SCQF level 5 is a qualification designed specifically for people who are running or working for a small business, looking to do so in the future or are interested in what's involved in getting a business online

The course will also help to improve the candidate's IT skills particularly in using the internet and the world wide web.

The National Progression Award (NPA) in Doing Business Online is supported by the 'Getting British Business Online' initiative which aims to help small to medium enterprises get their first website easily set up for free and features the Google suite of tools. It is a partnership initiative developed mainly by e-skills UK, Google, BT and Enterprise UK who understand how being online can help a small business grow, and this scheme aims to help small businesses create their first website for free. It is also supported by the Confederation of British Industry (CBI), the Institute of Directors, British Library, PayPal, and the Department for Business, Innovation and Skills.

In the NPA in Doing Business Online candidates will learn how to:

- ◆ Use the internet and e-mail to enhance a business's productivity
- ◆ Plan and create a website for a business and take payments online through the website
- ◆ Ensure that the website is found in search engines like Google
- ◆ Use tools such as Google Analytics to monitor website traffic
- ◆ Harness the power of IT to improve productivity and efficiency
- ◆ Derive maximum business benefit out of being online
- ◆ Improve general IT skills and start making the most of available technology

The NPA in Doing Business Online is suitable for people with a range of skills and experience.

The qualification can provide a structured learning experience for those who might lack confidence in using the online tools of website development and e-mail or who prefer a more personal learning experience with face-to-face help and guidance.

Equally the NPA can be tailored to those who are looking to undertake more in-depth learning to enhance their existing skills and explore further how to get the most out of doing business online.

Types of learning activities could include bite size chunks of learning within a flexible delivery method and/or face to face teaching from a trained tutor. The overall emphasis would be on developing practical skills and techniques which would reinforce development of essential knowledge about use and uses of Information Technology. There is a variety of resources available to help the learner progress through the Units from the GBBO initiative particularly from Google, but also a range of materials from companies like Microsoft, Adobe and various major publishers.

Assessment will be mainly by practical task assignments, eg setting up a website, performing routine e-mail tasks which could be maintained in a log for checking. Also the knowledge could be assessed by general questions or completion of short statements.

Throughout the course of candidates will also pick up knowledge and skills which relate directly to some of the Core Skills areas, particularly those in IT but also in Communications when composing e-mails, writing up details and putting together a website. As some of the work undertaken could be collaborative the skills of working with others may also be encountered. Demonstration of problem solving abilities would be demonstrated naturally in the on-going duration of the course when using IT.

Conditions of the award

Candidates will be awarded the National Progression Award in Doing Business Online at SCQF level 5 on successful completion of the four mandatory Units and one optional Unit as shown below:

Mandatory Units

- F99E 04 *Improving Productivity Using IT* (SCQF level 5)
- F9A0 04 *Using the Internet* (SCQF level 5)
- F9A4 04 *Using Email* (SCQF level 5)
- F9D3 04 *Website Software* (SCQF level 4)

With one optional Unit taken from:

- F9AN 04 *Bespoke Software* (SCQF level 4)

OR

- F99G 04 *IT User Fundamentals* (SCQF level 4)

The optional Unit taken would depend on the software used within the organisation and/or any specific needs candidates may have.

In cases where the candidate has only very basic skills levels, the *IT User Fundamentals* Unit at SCQF level 4 would be recommended rather than the *Bespoke Software* Unit.

Some organisations have software applications developed specifically for employees to be able to carry out particular tasks or activities (bespoke applications). For example, for customer relationship management, stock control, plant control, engineering diagnostics, credit management or analysing sales performance.

Within this award it is expected that the *Bespoke Software Unit* will be used to introduce some basic website optimization techniques using Google tools such as Analytics. The delivery of this specialist software Unit will be facilitated and supported by training materials and online help provided by Google.

For *IT User Fundamentals*, a candidate can use suitable techniques to operate IT systems for activities most of which are routine and straightforward, to respond appropriately to common IT errors and problems and review own use of IT. Any aspect that is unfamiliar will require support and advice from others. For example using a personal computer or laptop; organising and backing up own data files.

There are some opportunities for progression. For example as these are component Units of the SVQ for IT Users (ITQ) level 2, then by undertaking additional Units from the SVQ award it would be possible to gain the full SVQ. Following this could be an SVQ level 3 award, utilising some of the Units already undertaken as a base. There are also opportunities to progress to other SQA Units such as from the PC Passport and National Certificate Digital Media Computing awards, using the knowledge and skills built up in the NPA.

All the Units within the award have been levelled and credited on the SCQF (and QCF) and candidates will receive certification for each Unit successfully undertaken in addition to the full National Progression Award in Doing Business Online when the conditions of the award as stated above are met.

In general, the award would be well suited for open and distance learning using Information Technology as a communication medium.

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk

SCQF credit points: One SCQF credit point equates to 10 hours of learning. NQ Units at SCQF levels 2–6 are worth 6 SCQF credit points, NQ Units at level 7 are worth 8 SCQF points.

SCQF levels: The SCQF covers 12 levels of learning. National Qualification Group Awards are available at SCQF levels 2-6 and will normally be made up of National Units which are available from SCQF levels 2–7.

Dedicated Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the National Certificate/National Progression Award from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised National Certificates/National Progression Awards are those developments or revisions undertaken by a group of centres in partnership with SQA.

10 Appendices

Appendix 1: Mapping of Core Skills signposting

Appendix 1: Mapping of Core Skills signposting — NPA in Doing Business Online Units

Core Skill	SCQF level	Communication				Numeracy				ICT				Working with Others				Problem Solving			
		3	4	5	6	3	4	5	6	3	4	5	6	3	4	5	6	3	4	5	6
Unit Name	SCQF level																				
Improving Productivity Using IT	5			P				P				P				P				P	
IT User Fundamentals	4	P				P					F							P			
Using the Internet	5			P			P					P							P		
Using Email	5			P			P					P							P		
Specialist/Bespoke Software	4	P				P					P										
Website Software	4		P				P					P							P		

(Taken from SVQ for IT Users (ITQ))

Mapping

Letter used

Description

Full coverage

F

There is a clear and explicit match between NOS Unit requirements and the details of the associated Skills Standards

Potential coverage

P

There is an opportunity to demonstrate some or all parts of a particular skill

Shaded cells indicate coverage implied at lower levels

It should be noted that potential coverage (P) should be regarded as a relatively general indication of where the opportunity to demonstrate some or all parts of a particular skill are likely to be found.