



Higher National Unit specification

General information for centres

Unit title: Building an e-Business

Unit code: F6JJ 34

Unit purpose:

This Unit is designed to provide candidates with an understanding of the essential concepts involved in establishing a small business or setting up as a self-employed or sole trader. It provides a framework, within which, budding entrepreneurs may combine knowledge and skills to apply simple business processes to market new goods or services and pursue new opportunities.

On completion of the Unit the candidate should be able to:

- 1 Define and describe key concepts in branding
- 2 Develop business planning solutions
- 3 Develop promotional media communications

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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.*

Recommended prior knowledge and skills: Whilst access is at the discretion of the centre, it would be advantageous if candidates have demonstrable skills in the use of the software packages that may be used to create core business documents, such as spreadsheet, word processing and presentation software. If centres plan to use specialist media creation tools such as web authoring, animation and audiovisual development software, which is encouraged, then candidates should have sufficient exposure to these packages prior to commencing this Unit.

Core Skills: There may be opportunities to gather evidence towards the Reading, Speaking and Listening components for the Core Skill of *Communication* at Intermediate 1, 2 or SCQF levels 4/5 or SCQF level 6 within this Unit, although no automatic certification is provided.

General information for centres (cont)

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 was originally developed for the HND in Interactive Media, and as such would be most appropriately taught and assessed within the context of Interactive Media. This will have a bearing on the type of business and opportunities envisaged, making it appropriate for candidates to develop Interactive Media material for promotional purposes.

Assessment:

The assessment for this Unit requires the candidate to develop a portfolio of assets, suitable for use as a resource during the start up of a small business or the process leading to self employment. It is anticipated that the portfolio will be collated using an on-line technology, thus creating an e-portfolio which should be of practical help to candidates.

This will involve the candidate in a number of activities including:

- ◆ Defining key terms (Outcome 1)
- ◆ Market research (Outcome 1)
- ◆ Developing a brand (Outcome 1)
- ◆ Investigate sources of income (Outcome 2)
- ◆ Create financial plans (Outcome 2)
- ◆ Defining key terms (Outcome 2)
- ◆ Defining types of media (Outcome 3)
- ◆ Developing promotional media (Outcome 3)

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

To encourage individual enterprise and creativity, it is important that a holistic approach to assessment is emphasised, using real-life scenarios and experiences, current events and technologies and other topical sources of knowledge to promote experiential learning. Each learning Outcome may be assessed as an individual piece of work; however, it is likely that the candidate will derive greater benefit by building a portfolio of evidence, demonstrating integration of knowledge and the practical application of skills.

Evidence for this approach could take the form of a presentation of the candidate's completed portfolio to a specified audience. This could take the form of a business start up presentation to potential stakeholders or investors. Alternatively, it could take the form of an e-advertisement promoting the candidates business/service or product.

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. Candidates 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

Define and describe the key concepts within branding

Knowledge and/or Skills

- ◆ Define and explain the term branding
- ◆ Define and explain the term Unique Selling Proposition
- ◆ Describe legal responsibilities governing brands
- ◆ Describe intellectual property rights of brands
- ◆ Research branding within a market segment
- ◆ Develop a brand for a market segment

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

Create portfolio entries for the following:

- ◆ An accurate definition and explanation of the term branding
- ◆ An accurate definition and explanation of the term Unique Selling Proposition
- ◆ An accurate description of the legal responsibilities governing brands
- ◆ An accurate description of the intellectual property rights of brands
- ◆ An assessment of branding by companies within a specified market segment
- ◆ Development of a new brand for the specified market segment

Higher National Unit specification: statement of standards (cont)

Assessment Guidelines

The assessment of this Outcome can be combined with Outcome 2 and Outcome 3 to form a single assessment instrument for the Unit.

The candidate should be asked to prepare an item (or items) for inclusion into a portfolio which gives an accurate briefing for the items within the Evidence Requirements where a definition or description is required (Knowledge and/or Skills items 1–5 above). This could be in the form of a short written response (approximately 200 words), completed pro forma, recorded oral or visual evidence, an animation or web application or as part of a formal or e-presentation. There should be sufficient context to give confidence that the candidate has an understanding of the content and any sources used must be appropriately credited.

There are a wide range of media types that can be used for the branding exercise (Knowledge and/or Skills item 6 above). These could include traditional media such as signage, letterheads and business cards or contemporary developments in electronic media suitable for desktop/worktop computers or portable media devices such as web branding, websites, animations, games and advertisements. Media elements must promote the brand through use of a consistent style and if media types other than visual are included then this requirement must not be relaxed.

Higher National Unit specification: statement of standards (cont)

Unit title: Building an e-Business

Outcome 2

Develop business planning solutions

Knowledge and/or Skills

- ◆ Identify sources of start-up capital
- ◆ Create a risk management plan
- ◆ Develop a business plan
- ◆ Describe financial management techniques (financial forecasting, cash flow)
- ◆ Describe the legal responsibilities governing contracts
- ◆ Understand how to cost jobs and schedule production

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Create portfolio entries for the following:
 - An accurate description of sources of start-up capital
 - An accurate definition and explanation of a risk management plan
 - An accurate definition and explanation of a business plan
 - An accurate description of financial management techniques, including financial forecasting and cash flow management
 - An accurate description of the legal responsibilities governing contracts
 - A sample job costing and production schedule for a specified activity

Assessment Guidelines

The assessment of this Outcome can be combined with Outcome 1 and Outcome 3 to form a single assessment instrument for the Unit.

The candidate should be asked to prepare an item (or items) for inclusion into a portfolio which gives an accurate briefing for the items within the Evidence Requirements where a definition or description is required (Knowledge and/or Skills items 1–5 above). This could be in the form of a short written response (approximately 200 words), completed pro forma, recorded oral or visual evidence, an animation or web application or as part of a formal or e-presentation. There should be sufficient context to give confidence that the candidate has an understanding of the content and any sources used must be appropriately credited.

The candidate may use a range of office application software such as text processing, spreadsheet and/or presentation software to develop a simple job costing and production schedule for an activity (Knowledge and/or Skills items 1–5 above). Alternatively, candidates may wish to use authoring, animation or audiovisual software to present this information in the form of an e-presentation, infomercial or formal presentation.

Higher National Unit specification: statement of standards (cont)

Unit title: Building an e-Business

Outcome 3

Develop promotional media communications

Knowledge and/or Skills

- ◆ Define and explain the different types of media/marketing communications
- ◆ Define and explain which type/s of media/marketing communications could be used to promote a specified product to a specific target audience
- ◆ Describe the legal responsibilities around marketing and advertising
- ◆ Create and present electronic promotional media

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Create portfolio entries for the following:
 - An accurate definition and explanation of different types of media/marketing communications
 - An accurate identification and explanation of the type/s of media/marketing communications suitable to promote a specified product to a specific target audience
 - An accurate explanation of the legal responsibilities around marketing and advertising

Develop and present a portfolio of electronic promotional media, which must consist of at least three pieces of work. This should incorporate the skills and knowledge of branding, job costing, and production scheduling previously developed. If presented as holistic assessment, this should include concepts already developed.

Assessment Guidelines

The assessment of this Outcome can be combined with Outcome 1 and Outcome 2 to form a single assessment instrument for the Unit.

The candidate should be asked to prepare an item (or items) for inclusion into a portfolio which gives an accurate briefing for the items within the Evidence Requirements where a definition or description is required (Knowledge and/or Skills items 1–3 above). This could be in the form of a short written response (approximately 200 words), completed pro forma, recorded oral or visual evidence, an animation or web application or as part of a formal or e-presentation. There should be sufficient context to give confidence that the candidate has an understanding of the content and any sources used must be appropriately credited.

Higher National Unit specification: statement of standards (cont)

Unit title: Building an e-Business

Consistency of style should be developed, so the promotional campaign targets a specific market segment, for example a mix of marketing communications that could be used for selling mobile phones to 16–25 year olds.

The electronic portfolio to be produced could include such items as logos, letterheads, business cards, TV, radio and press advertising, billboards, newsletters, point-of sale, product placement, email marketing, websites, banners, pop-ups or animations. It is anticipated that electronic/interactive media versions of these products should be the focus of effort.

Administrative Information

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Unit title: Building an e-Business
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Building an e-Business

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 40 hours.

Guidance on the content and context for this Unit

This Unit is designed to develop candidate's knowledge, skills and understanding of the important aspects involved in establishing a small business or setting up as self-employed or a sole trader. It provides a framework, within which, budding entrepreneurs may combine knowledge and skills to create and market new goods or services and pursue new opportunities.

A holistic approach to teaching and assessment is emphasised, using real-life scenarios and experiences, current events, technologies and other topical sources of knowledge to promote experiential learning. It is anticipated that candidates will make substantial use of the internet to conduct research into company brands, logos, marketing techniques, legal requirements and responsibilities, business financial documents and business plans.

Lecturers should provide underpinning information related to each of the Learning Outcomes to support candidates in developing their understanding of the core competencies of the Unit. Significant practical examples are advised to illustrate the various topics. It is not sufficient to encourage candidates to undertake independent research based learning until each topic area has been explored during a tutor led session.

Each Learning Outcome may be assessed as an individual piece of work; however, it is likely that the candidate will derive greater benefit by building a portfolio of evidence, demonstrating integration of knowledge and the practical application of skills.

Outcome 1 introduces the notion of brands — what are they, why they are important and the legal issues surrounding them. Candidates will be assessed by creating portfolio entries to demonstrate their learning.

Outcome 2 seeks to develop skills and knowledge which relate to the day to day running of a small business, and includes such items as financial planning and how to treat contracts. Candidates will be assessed by creating portfolio entries to demonstrate their learning.

Outcome 3 provides the opportunity for candidates to consolidate their learning by incorporating the activities for Outcome 1 and Outcome 2 into a portfolio or promotional campaign. This could be delivered as a traditional presentation utilising electronic media or as an e-advertisement focusing upon a specific product or service.

Higher National Unit specification: support notes (cont)

Unit title: Building an e-Business

Guidance on the delivery and assessment of this Unit

The focus of the teaching and learning for this Unit should be of a practical nature and related to the context within which the candidate operates. For example a candidate studying interactive media may wish to focus on developing a portfolio of evidence related to the establishment of their own business as a web developer or digital content creator.

It is anticipated that the candidate will undertake substantial research of other enterprises, to gain insight and understanding of primary business activities and how these are being applied within their market.

Candidates are not expected to produce excessive written evidence to demonstrate their knowledge and understanding; rather, they should be encouraged to apply their skills to produce a portfolio of evidence in the form of an e-presentation that could be used on the world wide web to promote their potential business, activity or product or pitched to potential investors or stakeholders.

Outcome 1 introduces candidates to the concept of branding and the factors involved in building a successful brand. It is not anticipated for this to be an exhaustive coverage of the subject but should be sufficient to develop an appreciation for:

- ◆ The Importance of Branding
- ◆ The Types of Brands
- ◆ What Goes Into a Brand
- ◆ What is in a Name or Logo
- ◆ Brand Positioning
- ◆ Building Brand Personality
- ◆ Creating an Online Identity

Outcome 2 seeks to encourage candidates to consider the importance of business planning solutions including:

- ◆ Basic sources of capital, such as banks, government support, private investors, friends and families and private angel investors
- ◆ Basic risk management planning, such as person and public liabilities insurances, protecting against fraud/forgery/theft, medical/health issues, cash flow, non payment and SWOT analysis
- ◆ A Simple business plan including, business details and status, executive summary, product details, market and competition, marketing and sales, management and personnel, operations and financial performance
- ◆ Basic financial management techniques such as, keeping tract of costs (tax, insurance, running costs), predicting expenditure, managing cash flow and paying bills
- ◆ Understanding legal responsibilities, such as estimates, quotations, contracts and guarantees
- ◆ Job scheduling and costing, such as production schedules, estimates and quotations

Higher National Unit specification: support notes

Unit title: Building an e-Business

Guidance on the delivery and assessment of this Unit (cont)

Outcome 3 seeks to encourage candidates to explore the different forms of media/marketing communications and consider how they are being used within particular areas of enterprise and how they could be applied to the candidate's area of enterprise.

Online marketing channels that may be considered could include:

- ◆ Search engine optimization (SEO)
- ◆ Pay-per-click
- ◆ Affiliate
- ◆ Email
- ◆ Banner
- ◆ Webinar
- ◆ Blog
- ◆ RSS
- ◆ Podcast
- ◆ Internet TV
- ◆ Viral, buzz, word-of-mouth and social media marketing (known collectively as connected marketing)

Offline marketing channels that may be considered could include;

- ◆ Print (newspaper, magazine)
- ◆ Mail order
- ◆ Public relations
- ◆ Industry relations
- ◆ Billboard
- ◆ Radio
- ◆ Television.

It is important to emphasise that a company develops its integrated marketing communication program using all of the elements of the marketing mix (price, place, product, and promotion).

Candidates are encouraged to consolidate the knowledge developed throughout this Unit by combining all of the Evidence Requirements into a single presentation. This could be in the form of a web presentation promoting the candidates business or product, perhaps as an e-presentation or e-advertisement for incorporation into a website. Alternatively this could be used to support a traditional presentation or pitch to potential stakeholders such as investors or customers.

Opportunities for developing Core Skills

There may be opportunities to gather evidence towards the Reading, Speaking and listening components for the Core Skill of *Communication* at Intermediate 1, 2 or even SCQF level 4/5 or SCQF level 6 within this Unit, although no automatic certification is provided.

Guidance on the delivery and assessment of this Unit (cont)

Open learning

This Unit may be suitable to open learning as most of the evidence will be delivered digitally.

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

General information for candidates

Unit title: Building an e-Business

This Unit is designed to help you consider the important aspects involved in establishing a small business or setting yourself up as a self-employed interactive media developer or sole trader. It provides a framework, within which, budding entrepreneurs may combine knowledge and skills to create and market new goods or services and pursue new opportunities.

Learning is divided into three main topic areas:

- ◆ The first section of the Unit (Outcome 1) will introduce the notion of brands — what they are, why they are important and the legal issues surrounding them. You will be assessed by creating portfolio entries to demonstrate your learning.
- ◆ The second section of the Unit (Outcome 2) will develop your ability to manage the day to day running of a small business, and includes such items as financial planning and how to treat contracts. Your learning of this will be included in your portfolio.
- ◆ The third and last section of the Unit (Outcome 3) will give you the chance to design and build the electronic media required to build a promotional campaign for a specific good or service, and how this could be deployed to best effect.

Each section may be assessed as an individual piece of work, however, it is likely that you will compile a portfolio of evidence and create a presentation to promote your potential business or product, perhaps in the form of an e-presentation or e-advertisement for incorporation into a website. Alternatively this could be used to support a traditional presentation or pitch to potential stakeholders such as investors or customers.

Your lecturers will provide underpinning information related to each of the topic areas with lots of practical examples and illustrations of the various topics.

To aid your learning, you will be exposed to real-life simulations, scenarios, experiences, current events, technologies and other topical sources of knowledge which will help to develop your understanding of these subjects. It is anticipated that you will make substantial use of the Internet to conduct research into company brands, logos, marketing techniques, legal requirements and responsibilities, business financial documents and business plans.

You will also be able to implement and develop your computer skills by using a range of software such as web authoring, animation, presentation, word processing or spreadsheet applications.