



Higher National Unit specification: general information

Unit title: Creative Industries: Enterprise Activity

Unit code: FF44 35

Superclass: AE

Publication date: August 2011

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to enable candidates to plan, implement and evaluate a creative enterprise activity.

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

- 1 Plan a creative enterprise activity.
- 2 Manage the implementation of a creative enterprise activity.
- 3 Evaluate the management of a creative enterprise activity.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the delivering centre, however candidates would benefit from having good communication, problem solving and research skills.

Credit points and level

1 Higher National Unit credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**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.*

General information (cont)

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of 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.

Assessment

Outcomes 1, 2 and 3 could be assessed holistically as part of a single project, consisting of a portfolio of evidence for Outcome 1, observation checklist for Outcome 2 and a report to cover the Evidence Requirements for 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.

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

Plan a creative enterprise activity.

Knowledge and/or Skills

- ◆ Developing creative enterprise activity concepts
- ◆ Activity objectives
- ◆ Planning Tools
- ◆ Budgets
- ◆ Marketing plans
- ◆ Human and physical resource requirements
- ◆ Customer feedback tools

Evidence Requirements

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

- ◆ describe the concept for a creative enterprise activity and the objectives for running it
- ◆ provide a rationale for the selection of the creative enterprise activity
- ◆ utilise planning tools to allocate key tasks and implement timescales
- ◆ prepare a budget showing where income will be generated and what expenditure will be incurred to run the creative enterprise activity
- ◆ prepare a simple marketing plan including the target audience and the methods of promoting the creative enterprise activity
- ◆ describe the staffing required for planning and running the creative enterprise activity
- ◆ design a customer feedback tool

Assessment Guidelines

This Outcome could be assessed through the production of a portfolio containing all working and draft documentation to meet the Evidence Requirements detailed above.

The assessment of this Outcome could be combined with that of Outcomes 2 and 3 as part of a holistic assessment of the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries: Enterprise Activity

Outcome 2

Manage the implementation of a creative enterprise activity.

Knowledge and/or Skills

- ◆ Management of a creative enterprise activity
- ◆ Breakdowns of activities
- ◆ Schedules for activities
- ◆ Allocating tasks
- ◆ Managing human and physical resources
- ◆ Customer Feedback

Evidence Requirements

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

- ◆ break the activity down in to an appropriate series of tasks and events
- ◆ manage the set-up and running of the creative enterprise activity
- ◆ manage the activity schedule
- ◆ manage the use of human and physical resources
- ◆ ensure the smooth running of the activity
- ◆ manage customer feedback

Assessment Guidelines

The assessment for this Outcome could take the form of an observation checklist supported by any relevant documentation.

The assessment of this Outcome could be combined with that of Outcomes 1 and 3 as part of a holistic assessment of the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries: Enterprise Activity

Outcome 3

Evaluate a Creative Enterprise Activity.

Knowledge and/or Skills

- ◆ Evaluating the preparation, planning and implementation of creative enterprise activities
- ◆ Evaluating customer feedback data
- ◆ Self Evaluation
- ◆ Preparing management recommendations

Evidence Requirements

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

- ◆ evaluate the management of the creative enterprise activity process including objectives, agreed plan, budget and promotional strategy
- ◆ analyse data obtained from customer feedback
- ◆ evaluate the effectiveness of performance of the creative enterprise activity
- ◆ make recommendations for improvement of the management of the creative enterprise activity

Assessment Guidelines

This Outcome could be assessed through the production of a written and/or recorded oral report analysing the creative enterprise activity.

The assessment of this Outcome could be combined with that of Outcomes 1 and 2 as part of a holistic assessment of the Unit.

Higher National Unit specification: support notes

Unit title: Creative Industries: Enterprise Activity

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

The type of enterprise activity that a candidate may choose to manage will be dependent on the area of the Creative Industries they are working in, for example setting up an internet radio show/station, an art or photography exhibition, creating a video record of an event, a concert, a live event, a fashion show or creating a website. This could be undertaken within the candidate's workplace or within the college environment, however there should be a commercial aspect to the activity selected.

Some guidance should be provided to the candidate to ensure that the creative enterprise activity they select provides sufficient opportunity to produce evidence which meets all the Evidence Requirements detailed in each Outcome.

Outcome 1

The candidate will develop the concept for an enterprise activity and describe its objectives. They will outline a budget showing where income will be generated and what expenditure will be incurred to run the activity, and describe the marketing plan including the target audience and the methods of promoting the activity. They should evaluate what human and physical resources are required for the planning and running of the activity. They should use appropriate planning tools to allocate key tasks and implement timescales, design a customer feedback tool and prepare a proposal for implementation.

Outcome 2

The candidate will manage the implementation of the enterprise activity. They will manage the set up, running and breakdown of the activity, manage the activity schedule and allocate tasks as necessary. They should manage effective use of resources and maintain service standards through quality control. Customer feedback should be managed.

Outcome 3

The candidate will evaluate the creative enterprise activity process from preparation through planning and into implementation. They will analyse data obtained from customer feedback, evaluate objectives, evaluate the effectiveness of self (and others where appropriate) in planning and running the activity and make recommendations for improvement.

Higher National Unit specification: support notes (cont)

Unit title: Creative Industries: Enterprise Activity

Guidance on the delivery and assessment of this Unit

This Unit is primarily a practical Unit. All theoretical underpinning knowledge should be taught prior to activity implementation.

The details of the assessment may be issued within the first few weeks of the start of the Unit to allow as much time as possible for candidates to prepare to undertake the management of the event.

Outcome 1 could be assessed by the preparation of a portfolio of evidence. This evidence may be submitted in the form of both working documents such as mind maps and minutes of meeting and emails. In addition finalised documents such as marketing plans, budgets, staff structures/roles, Gantt charts, contracts, risk assessments, customer feedback proposals, lists of required resources and an activity schedule may be submitted. A final activity proposal should also be prepared.

Outcome 2 could be assessed by an observation checklist supported by other appropriate documentation and Outcome 3 could be assessed through the production of a report (either written or recorded oral) covering the candidate's evaluation of the activity.

Open learning

There may be opportunities to deliver this Unit through open learning although careful planning would be required for the practical elements of the Unit (Outcome 2). It would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

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)*.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Working with Others*, *Problem Solving* and *Communication* at SCQF level 6 in this Unit however there is no automatic certification of Core Skills or Core Skills components.

Higher National Unit specification: support notes (cont)

Unit title: Creative Industries: Enterprise Activity

The delivery and assessment of this Unit may offer opportunities to develop the components Critical Thinking, Planning and Organising and Reviewing and Evaluating of the Core Skill of *Problem Solving* at SCQF level 6. The general skill required is the ability to 'analyse a complex situation or issue'. Specific skills required at SCQF level 6 include identifying the factors involved in the situation, assessing their relevance, and developing and justifying an approach to deal with the situation. Over the course of this Unit, candidates may utilise these skills, for example in dealing with complex topics such as organising an activity and preparing the activity plan in Outcome 1. The evaluation of the activity in Outcome 3 could address the reviewing and evaluative element.

The delivery and assessment of this Unit may contribute towards the component Written Communication of the Core Skill of *Communication* at SCQF level 6, particularly if a report is used as the instrument of assessment in the folio of evidence for Outcomes 1, 2 and 3. The general skills of the components are 'read, understand and evaluate written communication' for its written element.

Any preparation towards producing a report within the folio of evidence, such as reading and research will facilitate development of the components reading elements, as candidates will need to examine a variety of information.

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

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Creative Industries: Enterprise Activity

This Unit is designed to enable you to lead, develop, plan, manage and evaluate an enterprise activity.

This Unit is designed to enable you to recognise the main issues that affect the feasibility, planning, running and evaluation of an enterprise activity within the Creative Industries. It is primarily intended to prepare you to exercise entrepreneurial skills within your chosen career path.

The Unit covers three main areas each the subject of a separate Outcome.

Outcome 1

You will describe the concept for an enterprise activity and its objectives. You will create a budget showing where income will be generated and what expenditure will be incurred to run the activity, and develop a simple marketing plan including the target audience and the methods of promoting the event. You must estimate what human and physical resources will be required to carry out the activity and use planning tools to ensure efficient use of time and resources. You should design methods of customer feedback and prepare a proposal for implementation.

Outcome 2

You will manage the implementation of the enterprise activity. You will manage the set up and running of the activity, manage the activity schedule and allocate tasks as necessary. You should manage effective use of resources and maintain service standards through quality control. Customer feedback should be sought and managed.

Outcome 3

You will evaluate the creative enterprise activity process from preparation through planning and into implementation. You will analyse the findings obtained from customer feedback, evaluate objectives, evaluate the effectiveness of your (and other's, if appropriate) contribution to the activity and make recommendations for improvement.

You will be assessed in this Unit by a variety of means which may include the production of a portfolio of evidence (including the paperwork produced as part of the activity), observation of your practical work (recorded by your assessor) and a report covering your evaluation of the activity.