



Higher National Unit specification

General information

Unit title: Using Sources of Export Assistance

Unit code: H31C 35

Superclass: BB

Publication date: January 2013

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

The purpose of this Unit is to enable learners to develop the awareness and knowledge of sources of export assistance available to exporters, and the skill to evaluate and apply that knowledge to a specific export situation. It is aimed principally at learners who aspire to work in an internationally focused organisation.

Outcomes

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

- 1 Evaluate the technical standards for a selection of consumer durable goods to be marketed in a variety of overseas countries
- 2 Assess the sources of marketing assistance available to exporters
- 3 Explain the sources of financial and legal assistance available to exporters.

Credit points and level

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

Recommended entry to the Unit

Access to this Unit is at the discretion of the centre. However, it would be beneficial if learners have knowledge of some or all of the major business functional areas and the Core Skill of *Communication* at SCQF level 5 or equivalent.

Higher National Unit specification: General information (cont)

Unit title: Using Sources of Export Assistance

Core Skills

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.

The Assessment Support Pack (ASP) for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

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: Using Sources of Export Assistance

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

Evaluate the technical standards for a selection of consumer durable goods to be marketed in a variety of overseas countries.

Knowledge and/or Skills

- ◆ Technical standards of consumer durable goods
- ◆ Standards authority in selected export markets
- ◆ Technical compliance of products for different export markets
- ◆ Product modifications to meet the standards required by export markets

Outcome 2

Assess the sources of marketing assistance available to exporters.

Knowledge and/or Skills

- ◆ Sources of export marketing assistance
- ◆ Selection of sources of export marketing assistance
- ◆ Cost effectiveness of sources of assistance

Outcome 3

Explain the sources of financial and legal assistance available to exporters.

Knowledge and/or Skills

- ◆ Export controls
- ◆ Sources of financial assistance
- ◆ Sources of legal assistance

Higher National Unit specification: Statement of standards (cont)

Unit title: Using Sources of Export Assistance

Evidence Requirements for this Unit

The Outcomes for the Unit will be assessed under open-book conditions either individually through a series of short and restricted response items, or by an integrated approach where all Outcomes are assessed via an on-going project.

Learners will need to provide evidence to demonstrate their Knowledge and/or Skills across all Outcomes by showing that, for a selected country, they can:

Outcome 1

- ◆ Define the technical standards of two consumer durable products.
- ◆ Identify the relevant standards authority for the two products in three different export markets.
- ◆ Analyse the current technical specification of the two products in terms of their compliance with the required standard in two of the selected export markets.
- ◆ For the two products, recommend product modifications to meet the standards in the two selected export markets.

Outcome 2

- ◆ Describe government and non-government sources of export assistance available in each of the following areas:
 - Identifying business opportunities
 - Market intelligence
 - Promotion
- ◆ Select and justify appropriate sources of export assistance for an organisation in each of the following areas:
 - Identifying business opportunities
 - Market intelligence
 - Promotion
- ◆ Explain how an organisation could assess the cost effectiveness of using different sources of export marketing assistance.

Outcome 3

- ◆ Identify sources of assistance providing advice to exporters in respect of:
 - Export licensing
 - National trade barriers
 - International trade sanctions
- ◆ Explain government and non-government sources of financial assistance available to exporters.
- ◆ Describe one source of legal assistance available to exporters for each of the following:
 - Local laws and regulations in the export country
 - Protection of intellectual property rights



Higher National Unit Support Notes

Unit title: Using Sources of Export Assistance

Higher National Unit Support Notes (cont)

Unit title: Using Sources of Export Assistance

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 40 hours.

Guidance on the content and context for this Unit

The Unit is designed to enable learners to develop a knowledge of the wide range of sources of export assistance available to exporters, and to develop the skill to evaluate and apply that knowledge to a specific export situation. It is aimed principally at learners who aspire to work in an internationally focused organisation.

The Unit should be delivered in the context of an organisation which is already exporting or is planning to export overseas. Although UK examples of sources of export assistance are used in the Support Notes, countries other than the UK can be used.

In Outcome 1 the learner will have to research the relevant technical standards for two chosen consumer durable products for both the national and selected export markets. They should be encouraged to seek information through the relevant national standards body and overseas equivalents. Particular cognisance should be taken of the on-going convergence of European standards within the context of the European Union, for example the role of CEN and CENELEC. Learners are then required to compare the compatibility of standards and recommend product modification.

For Outcome 2 the learner should be able to compare the wide range of export marketing assistance that is available from both government and non-government sources, and be able to select appropriate sources of assistance for a selected exporting organisation.

Examples of UK government sources are — Export Marketing Research Scheme; Overseas Market Introduction Service; Business Opportunities Alerts; Tradeshow Access Programme.

And examples of non-government sources are — LECs; Chambers of Commerce; commercial marketing and market research organisations.

Where countries other than the UK are involved, equivalent national sources should be used.

Learners will also consider the cost-effectiveness of the sources chosen.

- ◆ In Outcome 3 learners will look at sources available to exporters in the areas of finance and legal assistance. This could cover:
 - export controls (export licensing, national trade barriers and international trade sanctions)
 - payment protection (export guarantee schemes and factoring), insurance, subsidies and loans
 - sources of legal assistance covering local laws and regulations and protection of intellectual property rights (patents, copyright and trademarks).

Higher National Unit Support Notes (cont)

Unit title: Using Sources of Export Assistance

Guidance on approaches to delivery of this Unit

Learners are expected to select a country which will form the basis for sources of export assistance throughout the Unit. This choice should be discussed and agreed with the tutor.

One approach to the teaching of the Unit which may help to ensure an integrated approach would be to encourage the learner to 'adopt' a small to medium existing or hypothetical company, which could form the focus of examination and application throughout the learning process.

Assessment would then take the form of an on-going project or case study.

Teaching and learning might include videos, case studies, visiting speakers and possibly visits to companies involved in exporting.

Guidance on approaches to assessment of this Unit

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

The assessment task(s) will be carried out under open-book conditions in the learners own time.

This Unit is suited to an integrated approach to assessment where the learner produces a report of approximately 2,000–3,000 words based on a project or case study concerning a small to medium existing or hypothetical company. Outcomes 1 and 2 require learner responses in the context of an exporting organisation.

Alternatively assessment can be completed on an Outcome by Outcome basis through a series of short and restricted response items.

Learners are expected to be involved in an element of research and investigation throughout the Unit and it is recommended that they identify research sources used in their assessments.

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 (cont)

Unit title: Using Sources of Export Assistance

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

There are no Core Skills embedded in this Unit. However, the following table gives some examples of the opportunities for developing Core Skills within this Unit.

Core Skill	SCQF level	Opportunities for development
Communication	Level 6	All three Outcomes can contribute to the reading and writing aspects of this Core Skill.
— Written Communication (Reading)	Level 6	Learners are expected to read and understand complex written information.
— Written Communication (Writing)	Level 6	There are opportunities to develop written communication where learners produce written responses as these have to be well-structured and clear responses addressing the Evidence Requirements.

Higher National Unit Support Notes (cont)

Unit title: Using Sources of Export Assistance

Core Skill	SCQF level	Opportunities for development
Problem Solving	Level 6	There is the opportunity to develop Problem Solving skills. Outcome 1 in particular can contribute to critical thinking where the learner has the opportunity to use cognitive skills to assess the appropriateness of technical standards. Also Outcome 2 offers the opportunity to compare and select sources of marketing export assistance. Planning and Organising skills can be developed through research and processing of information.
Numeracy	Level 5	Learners may also be able to gain Numeracy skills through their examination of the cost effectiveness of sources of marketing assistance
Information and Communication Technology (ICT)	Level 5	Learners are required to use Information and Communication Technology (ICT) when undertaking research and processing information about their chosen organisation. Finished reports may include graphics, tables or spreadsheets to illustrate points.

History of changes to Unit

Version	Description of change	Date

© Scottish Qualifications Authority 2013

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for learners

Unit title: Using Sources of Export Assistance

This section will help you decide whether this is the Unit 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 allows you to develop the awareness and knowledge of the wide range of sources of export assistance available to exporters, and the skill to evaluate and apply that knowledge to a specific export situation. It is aimed principally at learners who aspire to work in an internationally focused organisation.

There are three Outcomes in this Unit:

- 1 Evaluate the technical standards for a selection of consumer durable goods to be marketed in a variety of overseas countries.
- 2 Assess the sources of marketing assistance available to exporters.
- 3 Explain the sources of financial and legal assistance available to exporters.

In Outcome 1, using the appropriate sources, you will be expected to define the technical standards of selected consumer durable goods and identify the relevant standards authority in each selected country. You will then analyse the current technical specification of the products in terms of their compliance with the required standard in each selected country and recommend product modifications to meet the standards in those countries.

In Outcome 2 you will be expected to describe government and non-government sources of export marketing assistance and then select appropriate sources of export assistance for an organisation, in the areas of identifying business opportunities, market intelligence and promotion. You will look at how an organisation can assess the cost effectiveness of using different sources of export marketing assistance.

In Outcome 3 you will look at government and non-government sources of assistance available to exporters in the areas of finance and legal assistance. This will cover export controls (export licensing, national trade barriers and international trade sanctions); payment protection (export guarantee schemes and factoring), insurance, and loans; and sources of legal assistance covering local laws and regulations and protection of intellectual property rights (patents, copyright and trademarks).

The Unit will be assessed either on an Outcome by Outcome basis, through a series of short and restricted response items, or by an integrated approach where all Outcomes are assessed via an on-going project.

Over the course of this Unit, there may be opportunities for you to develop Core Skills in the areas of *Communication, Problem Solving, Information and Communication Technology (ICT) and Numeracy*. The practical skills gained in the planning and organising of your research will be useful in further study or in employment.