



Business in Action (National 4)

SCQF: level 4 (9 SCQF credit points)

Unit code: H280 74

Unit outline

The general aim of this Unit is to enable learners to gain a basic understanding of why and how individuals set up in business. Learners will develop an understanding of simple facts and ideas of the functional activities of small businesses and the actions needed to take to satisfy customers' needs and wants. The Unit will also enable learners to demonstrate simple business planning and decision making while encouraging enterprising skills and attributes through practical activities.

Learners who complete this Unit will be able to:

- 1 Give an overview of how small businesses operate
- 2 Give an overview of how small businesses satisfy customer needs
- 3 Apply an understanding of the key functional activities of small businesses

This Unit is a mandatory Unit of the National 4 Business Course and is also available as a free-standing Unit. The Unit Specification should be read in conjunction with the *Unit Support Notes*, which provide advice and guidance on delivery, assessment approaches and development of skills for learning, skills for life and skills for work. Exemplification of the standards in this Unit is given in *Unit Assessment Support*.

The *Added Value Unit Specification* for the National 4 Business Course gives further mandatory information on Course coverage for learners taking this Unit as part of the National 4 Business Course.

Recommended entry

Entry to this Unit is at the discretion of the centre. However, learners would normally be expected to have attained the skills, knowledge and understanding required by one or more of the following or equivalent qualifications and/or experience:

- ◆ National 3 Business

In terms of prior learning and experience, relevant experiences and outcomes may also provide an appropriate basis for doing this Unit.

Examples of other relevant prior learning and experience would be learners who have demonstrated or are interested in developing entrepreneurial skills.

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. For further information, please refer to the *Unit Support Notes*.

Standards

Outcomes and assessment standards

Outcome 1

The learner will:

- 1 Give an overview of how small businesses operate by:**
 - 1.1 Outlining reasons for individuals setting up in business
 - 1.2 Describing skills and qualities of entrepreneurs when developing a business
 - 1.3 Selecting a type of small business and outlining its features
 - 1.4 Describing sources of business finance and support when setting up a small business

Outcome 2

The learner will:

- 2 Give an overview of how small businesses satisfy customer needs by:**
 - 2.1 Stating the importance to a business of satisfying customer needs
 - 2.2 Outlining how small businesses use market research information to satisfy the needs of customers
 - 2.3 Describing promotional strategies used by small businesses
 - 2.4 Describing quality measures used by small businesses

Outcome 3

The learner will:

- 3 Apply an understanding of the key functional activities of small businesses by:**
 - 3.1 Describing the way in which each of the functional activities of marketing, operations, human resources and finance support a small business
 - 3.2 Outlining how two functional activities work together in supporting small businesses

Evidence Requirements for the Unit

Assessors should use their professional judgement, subject knowledge and experience, and understanding of their learners, to determine the most appropriate ways to generate evidence and the conditions and contexts in which they are used.

Evidence can be drawn from a variety of sources and presented in a variety of formats. This can include short written responses, participation in group tasks, presenting information to other groups and/or recorded oral evidence. The evidence can be gathered from a variety of tasks and assessments carried out while doing the Unit or Course. Learners should use appropriate business terminology and include, where appropriate, the use of real business examples.

Evidence may be provided for individual Outcomes or may be gathered for the Unit as a whole through combining assessment in one single activity. If the latter approach is used, it must be clear how the evidence covers each Outcome.

In this Unit, the range of small businesses includes sole traders, partnerships, small franchises and non-profit-making organisations.

Exemplification of assessment is provided in *Unit Assessment Support*. Advice and guidance on possible approaches to assessment is provided in the *Unit Support Notes*.

Development of skills for learning, skills for life and skills for work

It is expected that learners will develop broad, generic skills through this Unit. The skills that learners will be expected to improve on and develop through the Unit are based on SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work* and drawn from the main skills areas listed below. These must be built into the Unit where there are appropriate opportunities.

1 Literacy

1.3 Listening and talking

4 Employability, enterprise and citizenship

4.1 Employability

4.2 Information and communication technology (ICT)

4.4 Enterprise

5 Thinking skills

5.1 Remembering

5.2 Understanding

5.3 Applying

Amplification of these is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills should be at the same SCQF level of the Unit and be consistent with the SCQF level descriptor. Further information on building in skills for learning, skills for life and skills for work is given in the *Unit Support Notes*.

Administrative information

Published: June 2013 (version 1.1)

Superclass: AE

History of changes to National Unit Specification

Version	Description of change	Authorised by	Date
1.1	Assessment Standard 1.2 — 'attributes' changed to 'qualities'.	Qualifications Development Manager	June 2013

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