



National Unit specification: general information

Unit title: Working for Yourself (SCQF level 5)

Unit code: FM99 11

Superclass: AE

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Summary

This Unit is intended for candidates who have an interest in, or are considering self-employment as a career option. It will provide a formal framework for developing enterprising attitudes and prepare candidates for self-employment.

The Unit aims to provide candidates with a basic knowledge and understanding of the requirements of setting up a small business. It also covers the implications of self-employment, sources of finance and types of assistance. Candidates will have the opportunity to develop an agreed business idea and gain an understanding of the necessary stages leading to starting and growing a small business. Candidates will also learn about marketing and promotion.

The Unit is suitable for candidates who are currently studying business opportunities at school or college, and will also be suitable for those adults who have been away from work, or thinking of a change of career, and are considering working for themselves.

Outcomes

- 1 Identify and describe the implications of self-employment.
- 2 Investigate an agreed business idea.
- 3 Investigate sources of finance and types of assistance available for self-employment.
- 4 Explain marketing and identify a suitable strategy for an agreed business idea.

Recommended Entry

Entry is at the discretion of the centre.

National Unit Specification: general information (cont)

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Credit points and level

1 credit at SCQF level 5: (6 SCQF credit points at SCQF level 5).

**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.*

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.

National Unit Specification: statement of standards

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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.

Outcome 1

Identify and describe the implications of self-employment.

Performance Criteria

- (a) Identify and describe advantages and disadvantages of self-employment.
- (b) Identify and describe personal risks of self-employment

Outcome 2

Investigate an agreed business idea.

Performance Criteria

- (a) Identify and describe an agreed business idea
- (b) Explain ways in which good and bad customer service contributes to maintaining a business.
- (c) Identify competition in relation to the agreed business idea.
- (d) Explain how the product or service of the agreed business idea will benefit the customer in comparison to the competition.

Outcome 3

Investigate sources of finance and types of assistance available for self-employment.

Performance Criteria

- (a) Identify and describe short and long term sources of finance available for self employment.
- (b) Identify and describe appropriate options to finance the agreed business idea.
- (c) Identify and describe types of assistance available that are appropriate to the agreed business idea.

National Unit Specification: statement of standards (cont)

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Outcome 4

Explain marketing and identify a suitable strategy for an agreed business idea.

Performance Criteria

- (a) Explain the benefits of marketing in relation to the agreed business idea
- (b) Describe Primary and Secondary data and how it contributes to marketing
- (c) Describe the marketing mix in relation to the agreed business idea
- (d) Identify and describe promotional strategies for the agreed business idea.
- (e) Identify and describe advantages and a disadvantage of each promotional strategy.

The Assessment Support Pack for this Unit provides sample assessment material. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Open book written and/or oral evidence must be produced to demonstrate that the candidate has achieved all of the Outcomes and Performance Criteria.

Candidates will use an identified business idea of their own or an idea provided for them to generate necessary evidence. The business idea should be agreed with the candidate's assessor.

Candidates are required to produce a folio of evidence. Where evidence is oral in nature this must be supported by an appropriate assessor checklist.

A holistic approach is recommended for assessment of this Unit.

Outcome 1 — Written and/or oral evidence

In the context of an agreed business idea candidates must provide evidence that they can:

- (a) Identify and describe **three** advantages and **three** disadvantages of self employment
- (b) Identify and describe **two** personal risks of self-employment.

Outcome 2 — Written and/or oral evidence

In the context of an agreed business idea candidates must provide evidence that they can:

- (a) Identify and describe an agreed business idea.
- (b) Explain **two** ways in which good customer service contributes to maintaining a business and **two** ways in which bad customer service can have an effect on maintaining a business.
- (c) Identify **two** competitors of the agreed business idea.
- (d) Explain how the product or service of the agreed business idea will benefit the customer in comparison to **two** competitors.

Outcome 3 — Written and/or oral evidence

In the context of an agreed business idea candidates must provide evidence that they can:

- (a) Identify and describe **three** short and **three** long-term sources of finance available for self-employment
- (b) Identify and describe a minimum of **two** options to finance the agreed business idea.
- (c) Explain appropriate options to finance the agreed business idea
- (d) Identify and describe **two** types of assistance available that are appropriate to the agreed business idea.

National Unit specification: statement of standards (cont)

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Outcome 4 — Written and/or oral evidence

In the context of an agreed business idea candidates must provide evidence that they can:

- (a) Explain **two** benefits of marketing in relation to the agreed business idea.
 - (b) Describe primary and secondary market research, how it contributes to marketing and give **one** example of each.
 - (c) Describe the **4Ps** of the marketing mix in relation to the agreed business idea.
 - (d) Identify and describe **three** promotional strategies in relation to the agreed business idea.
 - (e) Identify and describe **one** advantage and **one** disadvantage of **each** promotional strategy.
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National Unit specification: support notes

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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 an optional Unit within the National Progression Award in Enterprise and Employability at SCQF level 5.

This Unit is designed to develop skills and knowledge required for self-employment. Candidates will also learn about the implications of self-employment, sources of finance and marketing. It is suitable for a variety of learning environments including school, college and the workplace.

Evidence for all Outcomes can be presented in a variety of ways including:

- ◆ Oral
- ◆ Pictorial
- ◆ Written
- ◆ IT Presentation
- ◆ Notes/mind maps/tutor notes
- ◆ Research information
- ◆ Film/voice recordings

Outcome 1

Candidates should be aware of the advantages and disadvantages of working for themselves. These could include:

Advantages

- ◆ Own boss
- ◆ Make all the decisions
- ◆ Keep all the profits
- ◆ Grow business
- ◆ Personal satisfaction
- ◆ Flexibility
- ◆ Greater earning potential
- ◆ Realisation of business ideas and/or ambitions

National Unit specification: support notes (continued)

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Disadvantages

- ◆ Liability
- ◆ Lose capital
- ◆ Long hours
- ◆ Career may be sacrificed
- ◆ No salary when ill

Outcome 2

Candidates should be able to explain the impact of good and bad customer service.

Customer service could include:

- ◆ Links between internal and external customer care
- ◆ Customer care strategy
- ◆ Consequences of poor customer service
- ◆ Dealing with complaints
- ◆ Exceeding customer expectations
- ◆ Responding effectively to new enquiries
- ◆ Listen to customers
- ◆ Answer the phone
- ◆ Deal with complaints
- ◆ Be helpful
- ◆ Train any staff to be always helpful, courteous, and knowledgeable

Candidates must also identify **two** competitors and explain why their product/service will benefit the customer in relation to the competition.

Outcome 3

Candidates should identify and describe types of finance available for business start up. These could include:

- ◆ Owners capital
- ◆ Loans
- ◆ Grants
- ◆ Trade credit
- ◆ Business credit cards
- ◆ Re-invested profits
- ◆ Hire purchase
- ◆ Leasing

National Unit specification: support notes (continued)

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Candidates should identify and describe types of assistance available by research. This may include any of the following suggestions:

- ◆ Business Gateway
- ◆ Business link
- ◆ Solicitor
- ◆ Professional advice
- ◆ Internet
- ◆ HMRC
- ◆ PSYBT
- ◆ Scottish Enterprise
- ◆ Local Council

Outcome 4

Candidates should be able to explain the benefits of marketing in relation to the agreed business idea. They should also be able explain Primary and Secondary sources of data.

Primary Data

- ◆ Questionnaires
- ◆ Observations
- ◆ Telephone calls
- ◆ E-mails
- ◆ Personal Interview

Secondary Data

- ◆ Government statistics (External)
- ◆ Accounting resources (Internal)
- ◆ Sales reports (Internal)
- ◆ Miscellaneous reports (Internal)

Candidates must also describe the 4Ps

- ◆ Product
- ◆ Price
- ◆ Place
- ◆ Promotion

National Unit specification: support notes (continued)

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Candidates should also be able to describe suitable marketing/promotional strategies to grow their business. These could include:

- ◆ Web page
- ◆ Flyers
- ◆ Advertisement
- ◆ Business Cards
- ◆ Uniforms
- ◆ Signage
- ◆ Promotional tools
- ◆ Suppliers
- ◆ After sales service
- ◆ Diversity (sell complementary products or services)
- ◆ Expand globally using IT resources

Guidance on Learning and Teaching Approaches for this Unit

This Unit is intended to allow a range of evidence to be gathered through practical activities as well as traditional classroom delivery.

It is likely that candidates will benefit from a range of sources of information in various formats, from organisations such as Business Gateway, Scottish Enterprise, Skills Development Scotland. Candidates should also be encouraged to visit any events/exhibitions, which focus on self-employment. Information for these sources may be annotated and used as evidence in the candidate's folio.

Theoretical aspects should be delivered via a mixture of teacher/lecturer input, group discussion, visiting speakers and the use of the internet and appropriate publications for research.

Guidance on Approaches to Assessment for this Unit

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.

A holistic approach is recommended for assessment of all Outcomes of this Unit. Assessment is likely to be conducted on an ongoing basis and could include activity exercises completed by the candidate as part of his/her course of study, e.g., a question and answer session (written or oral recording) could be combined with assessment of candidate's folio of evidence. A project/assignment approach would also be appropriate for this Unit.

A written/oral record that demonstrates the candidate's knowledge and understanding of each Outcome will support evidence generated through a practical exercise.

National Unit specification: support notes (continued)

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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 communications technology (ICT), such as e testing or the use of e-portfolios or e-checklists. Centres that wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that the 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 Core Skill Development

In this Unit candidate will learn about the implications of self-employment. They will investigate sources of finance and types of assistance. They will also develop a knowledge and understanding of marketing strategies and the impact of marketing on an agreed business idea. Within this Unit there are opportunities for developing aspects of Core Skills in:

- ◆ *Communications*
- ◆ *Problem Solving*
- ◆ *Information and Communication Technology*

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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