

National Unit Specification: general information

UNIT Starting in Business (Intermediate 2)

CODE DK2P 11

COURSE

SUMMARY

This Unit is designed to enable candidates to go through the process that will prepare them for setting up and starting a business. It is designed to enable candidates to gather information from a range of sources, which will enable them to put together a basic business plan. It is intended for candidates who are taking part in programmes aimed at encouraging enterprise and entrepreneurial behaviour.

OUTCOMES

1. Identify sources of information for a range of business ideas.
2. Outline the key elements which must be taken into account when considering starting a specific business.
3. Prepare a business plan for a proposed new business.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

CREDIT VALUE

1 credit at Intermediate 2 (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.*

Administrative Information

Superclass: AE

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National Unit Specification: general information (cont)

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CORE SKILLS

There may be opportunities to gather evidence towards Core Skills in this Unit, although there is no automatic certification of core skills or core skills components.

National Unit Specification: statement of standards

UNIT Starting in Business (Intermediate 2)

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 the Scottish Qualifications Authority.

OUTCOME 1

Identify sources of information for a range of business ideas

Performance Criteria

- a) List three different business ideas.
- b) Identify three suitable sources of information for each of the three listed ideas.
- c) Give one example appropriate to each of the 3 business ideas of the information available from each of the identified sources.

Evidence Requirements

To demonstrate satisfactory attainment of all Outcomes in the Unit, candidates must produce written or recorded oral responses to items that show that candidates have achieved Performance Criteria (PCs) from all outcomes.

This could be through structured statements or responses to a set of questions for each of the three business ideas. Candidates must show that the examples of information are:

- ◆ relevant to the business idea
- ◆ accurate in terms of current legislation and support services provided by relevant agencies.

Knowledge evidence may be oral or written. Where oral evidence is used this must be recorded by the assessor.

OUTCOME 2

Outline the key elements which must be taken into account when considering starting a specific business.

Performance Criteria

- a) Identify three different sources of finance for a business start up.
- b) Identify the characteristics of the product/service to be offered by the business.
- c) Identify two advantages of the type of business chosen.

OUTCOME 3

Prepare a business plan for a proposed new business.

Performance Criteria

- a) Identify a proposed new business.
- b) Present a business plan for the proposed new business following an accepted format.
- c) Provide market and financial data related to the business proposal.
- d) Include supporting evidence gathered from relevant sources.

National Unit Specification: statement of standards (cont)

UNIT Starting in Business (Intermediate 2)

Evidence Requirements for Outcomes 2 and 3

To demonstrate satisfactory attainment of all Outcomes in the Unit, candidates must produce written or recorded oral responses to items that show that candidates have achieved Performance Criteria (PCs) from all Outcomes.

Candidates should be given a template for a business plan and asked to complete the following sections:

- ◆ A description of the product or service to be provided for the specific new business including what it consists of, the way in which it will be made available to customers and the anticipated selling price of the product or service
- ◆ A statement of the legal form the business will take and two advantages of it
- ◆ A statement describing three different types of customers which the venture will have
- ◆ A statement of TWO forms of marketing activity which the venture will undertake during the first three months of its operation. In each case, details should be given of the anticipated costs of the activity and one reason why it will increase awareness among potential customers
- ◆ A statement of sources of finance which gives three potential sources including local examples if appropriate
- ◆ A cash flow forecast for the first twelve months of the business venture which is accurate and takes account of all anticipated cash income and cash outgoings
- ◆ A simple profit and loss forecast for the first twelve months of trading which is accurate and consistent with the cash flow forecast and the selling price

All the above should be consistent with the information gathered by each candidate

National Unit Specification: support notes

UNIT Starting in Business (Intermediate 2)

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 Unit is intended for candidates following a course of study and programmed activities on enterprise and entrepreneurial behaviour. Programmes based on the Get into BUSINESS pack produced by Careers Scotland (Careers Scotland is part of Scottish Enterprise and Highlands and Islands Enterprise) are likely to be particularly well matched to the requirements of this Unit. The pack includes handouts and examples which can be used to support the delivery of this Unit as well as exercises which can be used to enable candidates to provide the evidence needed for assessment purposes.

The Unit could provide a stepping stone or basis from which candidates could achieve the Scottish Progression Award in Enterprise and Employability Intermediate 2 or progress to further qualifications such as the HNC Unit Getting Started in Business.

Information about Get into BUSINESS can be obtained from the Project Manager, Get into BUSINESS on 0141.228.2073 or www.careers-Scotland.org.uk/getintobusiness.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Programmes like Get into BUSINESS are undertaken by many different groups but this Unit is likely to be particularly suitable for individuals who may lack self-confidence and self-esteem. They may be young adults who have left school with low achievement and have now, after a gap, returned to an educational environment such as a college. Alternatively they may be more mature adults who have gained valuable skills and work experience, and who now wish to consider starting their own business venture. These groups may be unable or unwilling to follow conventional course frameworks, and in some instances may find it difficult to cope with large blocks of study. The Unit is geared to guide the candidate through the individual steps needed to start in business in a straightforward and practical way. The exercises and worksheets in the Get into BUSINESS Pack can be completed on an individual basis or in small groups as appropriate to the task. The underlying ethos of the Unit is to encourage entrepreneurial thought and activity and as a consequence increase individual's personal skills and knowledge.

It is likely that candidates will benefit by visiting relevant information sources including the Small Business Gateway Shop in their local area or local enterprise network office, banks and building societies who advertise support for new businesses, local authority service providers and the chamber of commerce in the candidates own area. Tutors should be encouraged to use guest speakers who can provide practical information and experience to candidates regarding starting in business.

Access to internet based resources will constitute an important element of research to candidates and where practicable the approach to teaching and learning should be candidate centred.

National Unit Specification: support notes (cont)

UNIT Starting in Business (Intermediate 2)

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The Unit can be assessed holistically using a portfolio of evidence. Assessment is likely to be conducted on an ongoing basis as the Unit progresses and is likely to include activity exercises completed by the candidate as part of her/his course of study. Suitable exercises are included in the Get into BUSINESS pack at Intermediate 2 level. Whilst work in small groups may be appropriate for some of the activity exercises it is important to stress that the content of the portfolio should be sourced and compiled by individual candidates. To complete all aspects of assessment, candidates are also required to provide reasons and justification for some of the things that they propose. In these cases, candidates may provide the explanation in whatever form is most suitable to them. Tutors may find it helpful to provide an appropriate transcript which can be included in the candidate's portfolio

CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (SQA, 2004).