

CCEA Specification in Understanding Business Enterprise Level 3

Operational start date: October 2012

Qualification Number: 600/7015/8

understanding business enterprise *level 3*

Foreword

This booklet contains the specification for CCEA's Level 3 Award in Understanding Business Enterprise. We have designed this qualification to:

- align with particular standards for SFEDI, the SSB; and
- meet the requirements for Level 3 qualifications.

We will notify centres in writing of any major changes to this specification. We will also publish changes on our website at www.ccea.org.uk

This specification is provided online, so the version available on our website is the most up-to-date edition. It is important to note that copies of the specification that have been downloaded and printed may be different from this authoritative online version.

QAN 600/7015/8

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1 Introduction

This specification sets out the content and assessment arrangements for our Level 3 Award in Understanding Business Enterprise.

Total Qualification Time (TQT) includes all supervised or direct contact time (Guided Learning (hours)/GL(hours) and an estimate of the hours a learner will approximately spend studying independently, not under direct supervision.

TQT for this qualification is:

TQT: 64–72 hours

GL: 64–72 hours

1.1 Aims and rationale

A course of study based on this specification is designed to promote business enterprise at post-16 level and for adults wishing to make a new start or make a 'career change'. Candidates who successfully complete the Level 3 Award in Understanding Business Enterprise will be well placed to progress into programmes to help them establish their own business or more specific courses in finance, marketing, personnel, operations management and strategic planning.

The purpose of this qualification is to develop the knowledge, skills and understanding appropriate for Business Enterprise. It is intended to build learners' confidence and motivation to enable them to establish their own small business enterprises and thereby contribute positively to the Northern Ireland economy.

The Award is intended to introduce learners to what starting and running an enterprise is all about and to help them start to develop the abilities they would need if they decided later on to follow this path.

1.2 Progression and prior learning

Prior experience is not required. Candidates who successfully complete the Level 3 Award in Understanding Business Enterprise can progress to other programmes of learning leading to various enterprise or social enterprise qualifications.

1.3 Key features

The key features of the specification appear below.

- This qualification covers the necessary requirements to meet the needs of a range of learners seeking training or employment.
- There is no examination. Learners are assessed through portfolio work only.
- There is internal and external moderation of portfolio-based evidence. The qualification comprises three mandatory units from Group A and two optional units from Group B, making up a total of 8–9 credits.

We have designed this specification to be as free as possible from ethnic, gender, religious, political or other forms of bias.

1.4 Endorsement by Sector Skills Body (SSB)

This qualification is endorsed by:

- the sector skills body, Small Firms Enterprise Development Initiative Ltd (SFEDI);
and

Learners and providers can, therefore, be confident that the specification is up to date and reflects sector priorities.

1.5 Qualification Accreditation Numbers

Every qualification listed on the Register of Regulated Qualifications is assigned a Qualification Accreditation Number (QAN). Since the QAN identifies the qualification, it is required for registration and entry purposes. The QAN for this qualification is 600/7015/8.

2 Specification at a Glance

The table below summarises the structure of this qualification. Learners must complete all three mandatory units from Group A and two optional units from Group B to achieve the qualification. The optional units in Group B are taken from the Level 2 Award in Understanding Business Enterprise.

ALL UNITS IN GROUP A ARE MANDATORY		
Content	Assessment	Availability
Unit 1 – D/503/8872 Level 3: Understand How to Find Out about Business	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer
Unit 2 – H/503/8887 Level 3: Understand How to Promote Business Ideas	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer
Unit 3 – L/503/8852 Level 3: Understand How to Prepare for Starting a Business	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer
ANY TWO UNITS FROM THIS GROUP B		
Content	Assessment	Availability
Unit 1 – D/503/8886 Level 2: Understand How to Market a Business	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer
Unit 2 – M/503/8861 Level 2: Understand Business Planning	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer
Unit 3 – Y/503/9910 Level 2: Understand Business Resource and Legal Issues	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer
Unit 4 – R/503/8853 Level 2: Understand How to Manage Money in a Business	Portfolio of Evidence (Internal and External Moderation)	Winter and Summer

3 Qualification Content

The Level 3 Award in Understanding Business Enterprise comprises three mandatory units and two optional units. The optional units are also part of the Level 2 Award in Understanding Business Enterprise.

3.1 Unit structure of the qualification

Learners must complete a total of **five** units:

- **three** mandatory units from Group A:
 - Understand How to Find Out about Business; **and**
 - Understand How to Promote Business Ideas; **and**
 - Understand How to Prepare for Starting a Business; **and**
- **two** optional units from Group B:
 - Understand How to Market a Business; **or**
 - Understand Business Planning; **or**
 - Understand Business Resource and Legal Issues; **or**
 - Understand How to Manage Money in a Business.

The details that follow include:

- unit titles and reference numbers;
- the level and credit value of each unit; and
- learning outcomes and assessment criteria.

The learning outcomes for each unit set out what learners are expected to know, understand or be able to do at the end of their learning experience. The assessment criteria specify the standard that learners must meet in order to demonstrate that they have achieved the learning outcomes.

3.2 GROUP A (Mandatory) Unit 1: Understand How to Find Out about Business

Unit purpose and aim: To develop a clear understanding of the opportunities and challenges of running a business and the decisions that have to be made, and improve their skills and knowledge of business techniques.

Title	Understand How to Find Out about Business
Unit reference number	D/503/8872
Level	3
Guided learning hours	16

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the opportunities and challenges involved in running a business	1.1 assess the advantages and disadvantages of running a business; 1.2 describe the challenges and opportunities involved in running a business; 1.3 evaluate the actions required to address the challenges and opportunities involved in running a business;
2. Be able to review the importance of decisions in starting a business	2.1 analyse the decisions required to start a business; 2.2 evaluate the benefits and costs of support from others which can be used to help make decisions required to start a business; 2.3 specify the legal requirements that have to be met when starting a business;
3. Be able to develop their own skills and knowledge of business techniques.	3.1 review the business techniques required when starting and running a business; 3.2 review their own skills and knowledge of the business techniques required when starting and running a business; 3.3 produce a plan to develop their own skills and knowledge of business techniques when starting and running a business; and 3.4 justify working with others to support the development of skills and knowledge of business techniques.

3.3 GROUP A (Mandatory) Unit 2: Understand How to Promote Business Ideas

Unit purpose and aim: To know how to promote and communicate their business ideas positively and effectively and be able to draw on different communication skills and techniques.

Title	Understand How to Promote Business Ideas
Unit reference number	H/503/8887
Level	3
Guided learning hours	16

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the importance of promotion in business	1.1 explain the need for promoting business ideas to others; 1.2 explain the different ways in which business ideas can be promoted to others; 1.3 assess the advantages and disadvantages of different ways of promoting their own business ideas to others; 1.4 evaluate the importance of image when promoting business ideas to others;
2. Understand the importance of communicating in running a business	2.1 explain why it is important to use appropriate business language in running a business; 2.2 analyse the advantages and disadvantages of forms of communication in different business situations; 2.3 explain the factors involved in an effective presentation to communicate their business ideas to others;
3. Understand the skills and techniques for communicating when running a business	3.1 explain how to communicate business ideas to other people in a way that gains support for the ideas; 3.2 analyse the advantages and disadvantages of communication skills and techniques needed to be able to perform effectively when running a business; 3.3 evaluate their own needs in using communication skills and techniques when running a business; and 3.4 explain how to develop a plan to assist in addressing their own development needs in communicating when running a business.

3.4 GROUP A (Mandatory) Unit 3: Understand How to Prepare for Starting a Business

Unit purpose and aim: To enable the learner to understand and assess:

- their own motivation;
- personal skills and development goals; and
- support networks for setting up and running a business.

Title	Understand How to Prepare for Starting a Business
Unit reference number	L/503/8852
Level	3
Guided learning hours	16

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand their own reasons for starting and running a business	1.1 explain their motivations for starting a business; 1.2 describe their personal goals and the timescales for achieving them; 1.3 evaluate what the personal impact could be in starting and running a business; 1.4 explain how to maintain a work–life balance in running a business;
2. Understand how developing personal skills can help start a business	2.1 describe the personal skills required for starting a business; 2.2 explain why personal skills are important for starting a business; 2.3 evaluate which of their own personal skills need to be developed; and 2.4 explain the preferred methods of developing their skills.

Learning outcomes	Assessment criteria
The learner will:	The learner can:
3. Understand the importance of support networks in starting and running a business	3.1 explain the different types of support networks which can be used in starting and running a business; 3.2 explain how to access different types of support networks; 3.3 analyse the benefits and costs of developing and keeping a support network; and 3.4 analyse how to make the most of support networks for their own business.

3.5 GROUP B (Optional) Unit 1: Understand How to Market a Business

Unit purpose and aim: To develop knowledge and understanding of the business market and how to attract and keep customers.

Title	Understand How to Market a Business
Unit reference number	D/503/8886
Level	2
Guided learning hours	16

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the market for a business	1.1 explain the factors that would make a business appealing to its customers; 1.2 assess potential customers for their own business; 1.3 assess what customers want from the business;
2. Understand how a business reaches its customers	2.1 describe for their own business the different methods which could be used to promote a product or service to customers; 2.2 assess the advantages and disadvantages of different methods which can be used by a business to reach customers; 2.3 explain how to review if a business is reaching its customers;
3. Understand how to win and keep customers.	3.1 explain ways of measuring the level of customer satisfaction with the products or services of a business; 3.2 explain why it is important to continue to improve a business product or service; and 3.3 explain, for their own business, different ways to deal with customer complaints.

3.6 GROUP B (Optional) Unit 2: Understand Business Planning

Unit purpose and aim: To develop knowledge and understanding of setting business goals, making a business more efficient and business planning.

Title	Understand Business Planning
Unit reference number	M/503/8861
Level	2
Guided learning hours	8

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the different goals a business can have	1.1 describe the different types of goals for the business; 1.2 explain how different business goals will affect what the business does;
2. Understand how to measure progress towards business goals	2.1 describe the ways of checking if the business has achieved its goals; 2.2 assess the measures which could be used to track progress towards achieving the goals of the business;
3. Understand the value of planning in business.	3.1 describe why it is important to plan in a business in order to achieve the stated goals; 3.2 explain how working to a business plan can help achieve goals for the business; and 3.3 assess the factors that can impact on the process of planning.

3.7 GROUP B (Optional) Unit 3: Understand Business Resource and Legal Issues

Unit purpose and aim: To develop knowledge and understanding of the resources, legal and regulatory requirements of running a business.

Title	Understand Business Resource and Legal Issues
Unit reference number	Y/503/9910
Level	2
Guided learning hours	8

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the resources needed for a business	1.1 describe the different resources needed in starting and running a business; 1.2 explain how the different resources needed in starting and running a business can be sourced; 1.3 explain how organising work in different ways can help make good use of time and resources;
2. Understand the main legal and regulatory requirements for business operations	2.1 explain the main legal requirements with which a business has to comply when starting up; 2.2 explain the main regulatory requirements with which the business has to comply when starting up;
3. Understand the types of legal status that a business can have.	3.1 explain different types of business ownership commonly used by start-up businesses; and 3.2 analyse the advantages and disadvantages of the different legal statuses that can be used by a business.

3.8 GROUP B (Optional) Unit 4: Understand How to Manage Money in a Business

Unit purpose and aim: To develop knowledge and understanding of financial planning and record keeping.

Title	Understand How to Manage Money in a Business
Unit reference number	R/503/8853
Level	2
Guided learning hours	8

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the principles of financial management for a business	1.1 explain the meaning of profit, turnover and cash flow in a business context; 1.2 explain why cash flow is important in a business; 1.3 analyse the importance of financial planning in running a business;
2. Understand the importance of keeping financial records.	2.1 describe the financial records that a business should keep; 2.2 explain the reasons for keeping financial records in running a business; and 2.3 assess the advantages and disadvantages of different methods of keeping financial records.

4 Scheme of Assessment

4.1 Assessment opportunities

This specification is available for assessment twice a year, in the summer and winter series.

4.2 Methods of assessment

Assessment will be through portfolio-based evidence produced by the learner. All evidence will be internally assessed by qualified centre assessors, internally verified by the approved centres and externally moderated by CCEA staff.

4.3 Internal assessment

The course tutor or centre assessor conducts internal assessment. Centres must nominate staff with the appropriate skills and knowledge to assess candidates' work in accordance with unit specifications. Centres with more than one assessor should take steps to ensure that the standard of assessment is consistent. Where assessment does not meet the required standard, work may be returned to the centre for re-assessment.

Candidates must meet all assessment criteria in order to achieve this award.

4.4 Internal standardisation

Centres must ensure that they have arrangements in place for standardisation and quality assurance of their assessment outcomes. Centres with more than one tutor must carry out internal standardisation of the assessments before submitting them to us. This is to ensure that, as far as possible, each tutor has applied the assessment criteria consistently. The internal standardisation process may include meetings to discuss assessment decisions and feedback from previous submissions to us.

As a result of internal standardisation, it may be necessary to adjust an individual tutor's assessment decisions. This is to bring assessment into line with other tutors in the centre. Where adjustment is necessary, the achievement of assessment criteria should be amended.

It is essential that all centres complete a Declaration of Internal Standardisation form and submit it to us with their samples.

4.5 External moderation

Centres must submit assessment outcomes and samples to us according to the calendar of events set out in our *Qualifications Administration Handbook*, which you can access at www.ccea.org.uk. Moderators may adjust a centre's assessments in order to bring outcomes into line with their agreed standards.

We issue full instructions at the appropriate time on:

- the details of moderation procedures;
- the nature of sampling; and
- the dates by which centres must submit assessments and samples.

Tutors and centre staff may contact our officers (see Section 5) at any stage if they require advice, assistance or support regarding any aspect of assessment. We provide support to groups of centres, and also to individual centres, to discuss issues arising from the assessment and moderation processes.

5 Links, Resources and Support

5.1 Support

We provide the following resources to support this specification:

- our website at www.ccea.org.uk; and
- a subject microsite within our website.

We are expanding our range of support to include the following:

- Principal Moderator's report;
- schemes of work;
- centre support visits;
- support days for tutors;
- agreement trials;
- a resource list; and

You can find details of the annual support programme of events and materials for Level 3 Understanding Business Enterprise on our website at www.ccea.org.uk

5.2 Curriculum objectives

This specification builds upon the broad objectives of the Northern Ireland Curriculum. In particular, it enables learners to:

- develop as individuals and contributors to the economy, society and environment by providing opportunities to explore topics such as Business Enterprise and Self-Assessment;
- develop personal skills in areas such as:
 - self-awareness, personal health and relationships (Personal Development);
 - diversity and inclusion, human rights and social responsibility, and equality and social justice (Citizenship); and
 - work in the local and global economy, and career management (Employability);
- develop an understanding of spiritual, moral, ethical, social, legislative (including equality and disability discrimination), economic and cultural issues by providing opportunities to explore topics such as investigating ideas for a new product or service;
- investigate sustainable development, health and safety considerations, and European developments, by providing opportunities to explore topics such as identifying key risks a new business might face and actions taken to minimise these risks;
- develop skills that will enhance employability by providing opportunities to identify types of enterprising skills and behaviours, as well as identifying ways to improve enterprising skills and qualities; and
- make effective use of technology by providing opportunities to use software such as Microsoft Word or PowerPoint.

5.3 Skills development

This specification provides opportunities for students to develop the following key skills:

- application of number;
- communication;
- improving own learning and performance;
- information and communication technology;
- problem-solving; and
- working with others.

You can find details of the current standards and guidance for each of these skills on the CCEA website at www.ccea.org.uk

5.4 Entries and registration

Entry codes for this subject and details on how to register are available in our *Qualifications Administration Handbook*, which you can access at www.ccea.org.uk

Alternatively, you can telephone our Entries, Results and Certification team using the contact details provided in this section.

5.5 Equality and inclusion

We have considered the requirements of equalities legislation in developing this specification.

Vocational qualifications often require the assessment of a broad range of competences. This is because they are designed to prepare learners for the vocational area being studied.

Reasonable adjustments are made for students with disabilities. For this reason very few students, if any, should have difficulty accessing the assessment.

It is important to note that where access arrangements are permitted, they must not be used in any way that undermines the integrity of the assessment. You can find information on reasonable adjustments in the Joint Council for Qualifications' document *Regulations and Guidance – Access Arrangements, Reasonable Adjustments and Special Consideration General and Vocational Qualifications*.

5.6 Health and safety

As with all work-related programmes, centres must ensure compliance with all relevant health and safety legislation with regard to facilities, equipment and staff training. Centres offering Understanding Business Enterprise Level 3 may be restricted in the choice of units they offer due to insurance and resources. Learners' use of electrical/power equipment or machinery must be supervised at all times.

5.7 Contact details

The following list provides contact details for relevant staff members and departments:

- Specification Support Officer for the Qualification: Joan Jennings
(telephone: (028) 9026 1200, extension 2552, email: jjennings@ccea.org.uk)
- Education Manager: Crea McCormick
(telephone: (028) 9026 1200, extension 2239, email: cmccormick@ccea.org.uk)
- Examination Entries, Results and Certification
(telephone: (028) 9026 1262, email: entriesandresults@ccea.org.uk)
- Examiner Recruitment
(telephone: (028) 9026 1243, email: appointments@ccea.org.uk)
- Distribution (past papers and support materials)
(telephone: (028) 9026 1242, email: cceadistribution@ccea.org.uk)
- Support Events Administration
(telephone: (028) 9026 1401, email: events@ccea.org.uk)
- Information Section (including Freedom of Information requests)
(telephone: (028) 9026 1200, email: info@ccea.org.uk)
- Business Assurance (appeals)
(telephone: (028) 9026 1244, email: appealsmanager@ccea.org.uk)