Unit 23 - Undertaking an Enterprise Project

Overview

Undertaking an enterprise project at Entry Level 3 requires the candidate to understand the benefits to being an entrepreneur. They need to be able to plan and carry out an enterprise project. They need to demonstrate that they can review how well the project worked.

A work activity will typically be 'straightforward or routine' because:

The task or context will be familiar and involve few variable aspects. The techniques used will be familiar or commonly undertaken.

Example of context – Make a simple report on setting up an enterprise project.

Assessor's guide to interpreting the criteria

General Information

QCF general description for Level 1 qualifications

- Achievement at RQF entry level 3 (EQF Level 1) reflects the ability to use relevant knowledge, skills and procedures to complete routine tasks. It includes responsibility for completing tasks and procedures subject to direction or guidance.
- Use knowledge of facts, procedures and ideas to complete well- defined, routine tasks. Be aware of information relevant to the area of study or work
- Complete well-defined routine tasks. Use relevant skills and procedures. Select and use relevant information. Identify whether actions have been effective.
- Take responsibility for completing tasks and procedures subject to direction or guidance as needed

Requirements

- Standards must be confirmed by a trained Level 1 Assessor or higher
- Assessors must at a minimum record assessment judgements as entries in the online mark book on the INGOTs.org certification site.
- Routine evidence of work used for judging assessment outcomes in the candidates' records of their day to day work will be available from their e-portfolios and online work. Assessors should ensure that relevant web pages are available to their Account Manager on request by supply of the URL.
- When the candidate provides evidence of matching all the criteria to the specification, subject to the guidance below, the assessor can request the award using the link on the certification site. The Account Manager will request a random sample of evidence from candidates' work that verifies the assessor's judgement.
- When the Account Manager is satisfied that the evidence is sufficient to safely make an award, the candidate's success will be confirmed and the unit certificate will be printable from the web site.
- Each unit at Level 1 has recommended 40 guided learning hours based on time required to complete by an average learner.

Assessment Method

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Assessors can score each of the criteria N, L, S or H. N indicates no evidence and it is the default setting. L indicates some capability but some help still required to meet the standard. S indicates that the candidate can match the criterion to its required specification in keeping with the overall level descriptor. H indicates performance that goes beyond the expected in at least some aspects. Candidates are required to achieve at least S on all the criteria to achieve the full unit award. Once the candidate has satisfied all the criteria by demonstrating practical competence in realistic contexts they achieve the unit certificate.

Expansion of the assessment criteria

1. The candidate will know about successful enterprises

1.1 I can identify successful enterprises

Candidates should be able to list a few successful enterprises

Evidence: Documentation in portfolios, assessor observations.

Additional information and guidance

Enterprise is usually defined as something that is risky or sometimes difficult. It is unlikely that candidates will embark on anything excessively risky or dangerous, but they should appreciate the element of risk on another person's enterprise. For example, the Raspberry Pi foundation embarked on making small scale computer hardware in the hope that more people would take up computing. It was something of a gamble, but has paid off.

1.2 I can state what is meant by the term entrepreneur

Candidates should be able to define the term

Evidence: Documentation in portfolios, assessor observations.

Additional information and guidance

The dictionary definition is someone who takes some risks in order to set up their on company. Candidates should be able to give their own definition perhaps with some examples.

1.3 I can identify examples of good customer service

Candidates should be able to identify some good examples

Evidence: Documentation in portfolios, assessor observations.

Additional information and guidance

Candidates should have some personal examples of good and bad customer service. They need to explain what it was about the good experience that made it stand out and what long term affect it had on them.

2. The candidate will be abe to plan an enterprise project

2.1 I can state the goal(s) of the enterprise project

The candidate will be able to state some goals

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

A goal is something by which they can measure the overall success (hopefully not failure) of their endeavour. A goal might be to get their product into a well known high street shop or make a £1,000 etc. It is something that can be measured.

2.2 I can identify potential customers

The candidate will be able to identify their target market

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

Any product is designed for a certain type of customer. Good products appeal to a wide range of people, but initially they need to be for specific customers. For example, Apple computers were initially targeted at advertising and graphics professionals as they had design software and were powerful. Over time they are seen as for cool or wealthy people. The target market has changed.

2.3 I can list the tasks involved in the enterprise project

The candidate will be able to give a list of tasks for a project

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

The various tasks will help the project be better managed and more successful. For example, there could be a set os tasks that each need to be completed in a month so that by the end of X months the product is ready to sell. The tasks might also identify where other people's skills might be needed to help.

3. The candidate will be able to carry out the enterprise project

3.1 I can carry out my own tasks which contribute to the enterprise project

The candidate will be able to show how they worked on their project

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

Candidates should be able to give a summary of how they worked on their project, perhaps how they met each goal or target.

4. The candidate will be able to review the enterprise project

4.1 I can list what went well with the enterprise project

The candidate will be able to give an example of good practice

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

Candidates need to give some examples of activities they carried out that they are really proud of. Perhaps they managed to convince 100 people that their product was the best in the local area.

4.2 I can list what could have been improved with the enterprise project

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The candidate will be able to give an example of improvements

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

No product or project is ever complete (just look at the constant downloads of your computer operating system you paid a lot of money for). Things can always be made better and other people often see things that you yourself missed. You always need to be open for feedback and improvement suggestions.

Moderation/verification

The assessor should keep a record of assessment judgements made for each candidate guided by the above guidance. Criteria should be interpreted in the context of the general descriptors of RQF Level 1 qualifications. They should make notes of any significant issues for any candidate and be in a position to advise candidates on suitable routes for progression. They must be prepared to enter into dialogue with their Account Manager and provide their assessment records to the Account Manager through the on-line mark book. They should be prepared to provide evidence as a basis for their judgements through reference to candidate e-portfolios. Before authorising certification, the Account Manager must be satisfied that the assessors judgements are sound. In the event of missing evidence, the assessor will be requested to gather appropriate information before the award can be made.

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