

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Undertaking an Enterprise Project
QAC Code:	L/506/3542
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Select an appropriate enterprise project for a particular target market	1.1 Describe the selected product or service
	1.2 Describe and carry out the market research necessary to determine the viability of a product or service for the enterprise project
	1.3 Identify and describe their target market and main competitors
2. Appreciate the unit cost of, and set the price for, their product or service	2.1 Identify direct, indirect, fixed and variable costs and use them to calculate the total cost for the product or service
	2.2 Establish and explain the price for their product or service
3. Demonstrate an understanding of the significance of effective marketing	3.1 Describe the personal skills/qualities required to effectively market and sell their product or service
	3.2 Identify and explain the most appropriate methods for marketing this product or service
	3.3 Create a resource for marketing their product or service to their target market explaining their choice of resource

4. Plan, monitor and review the enterprise project	4.1 Devise an action plan describing each stage of the enterprise project, identifying resources and setting targets for their completion
	4.2 Review and revise the action plan at each stage of the enterprise project explaining all revisions
	4.3 Describe the strengths and weaknesses of the enterprise project
	4.4 Explain how s/he would address the weaknesses