

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Developing Enterprise Skills
Unit Reference Number:	M/615/9903
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. Be able to identify a viable product or service to market and sell	1.1 Describe the selected product or service and give reasons for choice.
	1.2 Describe the target market for the product or service.
	1.3 Describe the main competitors and assess risk.
2. Be able to plan an enterprise activity	2.1 Devise an action plan describing each stage of the enterprise activity.
	2.2 Identify resources and set targets for completion.
	2.3 Obtain feedback from others on plan and amend where appropriate.
	2.4 Describe potential risks to the activity.
3. Be able to run an enterprise activity	3.1 Run the activity, putting the plan into action and monitoring at each stage.
	3.2 Review the action plan, suggesting alternative ways to achieve objectives where necessary.
4. Be able to evaluate an enterprise activity	4.1 Describe the strengths and weaknesses of the enterprise activity and the impact these had on the success or failure of the activity.
	4.2 Describe lessons learnt and how these would

affect future enterprise activities undertaken.

- 4.3 Assess own role in the activity and identify skills and/or knowledge acquired and areas for own future development.