

Access to H.E. National Programme Unit



Unit Title:	Applying Business Planning Skills		
Graded Unit Code:	GA33BUS11	Ungraded Unit Code:	UA33BUS11
Pathway(s):	Business and Management Construction and the Built Environment Creative and Performing Arts Hospitality, Leisure and Tourism Humanities and Social Sciences		
Module(s):	Business		
Level:	3	Credit Value:	3
Valid from:	1 st August 2019	Valid to:	31 st July 2028

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
3	Application of skills
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the importance of market research in business planning	1.1 Provided with suitable case material analyse the results of market research and use this to inform a business plan
2. Understand the importance to a business of accurate financial information	Use case material to:
	2.1 Identify the capacity of a particular business which could include people, premises, stock, equipment etc
	2.2 List requirements for start-up e.g. assets, equipment and stock
	2.3 Produce a breakdown of the fixed and variable costs for a particular business

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	2.4 Produce a price list for the particular product or service
3. Understand the importance of financial forecasting	3.1 Using a given format, produce a 12 month sales forecast for a particular business, to include number and value of sales that is realistic and relates to market research
	3.2 Use the sales forecast to recommend strategies for the next three years