

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Applying Business Planning Skills

Graded Unit Reference Number: GA33BUS11

Ungraded Unit Reference Number: UA33BUS11

Module: Business

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (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
3. Understand the importance of financial forecasting	2.4 Produce a price list for the particular product or service
	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