

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Generating and Assessing a Business Idea
QAC Code:	H/506/3594
Level:	Level 2
Credit Value:	2
Minimum GLH:	14

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to generate a viable business idea	1.1 Compare a range of possible business ideas
	1.2 Identify a viable business idea that will suit his/her current circumstances
2. Be able to assess the potential of a business idea	2.1 Identify potential markets for his/her business idea
	2.2 Identify reasons why his/her business idea could be successful and financially viable
	2.3 Identify any potential competitors
	2.4 Identify a suitable business model that is appropriate for his/her business idea and personal circumstances
3. Know how to take a business idea forward	3.1 Identify the next steps that s/he needs to take to pursue his/her business idea