

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Developing an Idea for a Product or Service
Unit Reference Number:	A/507/5251
Level:	Level 2
Credit Value:	3
Minimum GLH:	15

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to develop a business idea	1.1 Define an idea for an enterprise
	1.2 Identify the resources needed to develop an idea for a product or service
	1.3 Identify the resources, support and information available to start the enterprise
2. Be able to prepare a business case/plan	2.1 Prepare a business case/plan
	2.2 Assess the viability of the product or service