

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Initial Business Planning
Unit Reference Number:	H/507/5227
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. Know how to identify a market for a product or service	1.1 Prepare a marketing plan from the results of market research
2. Know how to conduct financial planning	2.1 Draw up a financial plan for the initial period of a given business operation
3. Know how to plan human resources when building a business	3.1 Construct a human resource plan for the initial stages of a given business operation
4. Know how to produce a business plan	4.1 Produce a business plan that is informed by the financial, marketing and human resource plans for a given business operation
	4.2 Comment on the coherence of the business plan