

# Open Awards Qualification Unit



This unit forms part of a regulated qualification. Click [here](#) to view qualifications.

## 1 Unit Details

|                        |                              |
|------------------------|------------------------------|
| Unit Title:            | Developing Enterprise Skills |
| Unit Reference Number: | M/615/9903                   |
| 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. Be able to identify a viable product or service to market and sell | 1.1 Describe the selected product or service and give reasons for choice.                                                                |
|                                                                       | 1.2 Describe the target market for the product or service.                                                                               |
|                                                                       | 1.3 Describe the main competitors and assess risk.                                                                                       |
| 2. Be able to plan an enterprise activity                             | 2.1 Devise an action plan describing each stage of the enterprise activity.                                                              |
|                                                                       | 2.2 Identify resources and set targets for completion.                                                                                   |
|                                                                       | 2.3 Obtain feedback from others on plan and amend where appropriate.                                                                     |
|                                                                       | 2.4 Describe potential risks to the activity.                                                                                            |
| 3. Be able to run an enterprise activity                              | 3.1 Run the activity, putting the plan into action and monitoring at each stage.                                                         |
|                                                                       | 3.2 Review the action plan, suggesting alternative ways to achieve objectives where necessary.                                           |
| 4. Be able to evaluate an enterprise activity                         | 4.1 Describe the strengths and weaknesses of the enterprise activity and the impact these had on the success or failure of the activity. |
|                                                                       | 4.2 Describe lessons learnt and how these would                                                                                          |

affect future enterprise activities undertaken.

- 4.3 Assess own role in the activity and identify skills and/or knowledge acquired and areas for own future development.