

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Running a Business Online
Unique Reference Number:	A/615/9841
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. Understand how businesses operate online	1.1 Explain how businesses: a) operate solely online b) operate online and in store
	1.2 Compare two online business
	1.3 Explain how the following can be used to run a business online: a) a website b) an app c) a social media platform
2. Know issues related to doing business online	2.1 Explain information which must be included on an online business
	2.2 Explain the legal aspects governing an online business
	2.3 Explain where to go for advice round taxes for online businesses
3. Know about different website/online platforms available for a businesses	3.1 Explain what is meant by 'hosting'
	3.2 Explain why buying the rights to a domain name might be useful
	3.3 Compare a minimum of 2 websites/online platforms which could be used to get up on online business