

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Managing a Marine Business
Unit Reference Number:	T/616/9140
Level:	3
Minimum GLH:	60

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the role of trade or governing bodies relevant to marine businesses	1.1 Describe the role of different trade or governing bodies relevant to marine business
2. Understand legislative requirements of marine businesses	2.1 Outline legislative requirements applicable to marine businesses
	2.2 Outline additional employer responsibilities in marine businesses
3. Be able to produce a business plan for a marine business	3.1 Produce a business plan for a marine business
	3.2 Evaluate the business plan
4. Understand the roles and responsibilities of staff in a marine business	4.1 Explain the roles and responsibilities of different members of staff within a small marine business
	4.2 Evaluate the effectiveness of staff management techniques that a manager could use
5. Understand the expectations of customers visiting a marine business	5.1 Describe the expectations of customers visiting a marine business
	5.2 Research the customer experience in a selected marine business, including: <ul style="list-style-type: none"> a) Strengths b) Areas for improvement