

Unit Title: Undertaking an Enterprise Project	
Level:	Entry Three
Credit Value:	6
GLH:	60
OCNLR Unit Code:	HC4/E3/LQ/033
Ofqual Unit Reference Number:	F/504/8570

*This unit has 6 learning outcomes*

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
1. Be able to select a product to sell to a particular target market.	1.1. Ask people which product they might like to buy. 1.2. Select the most popular product from the list. 1.3. State who their target market is.
2. Be able to select a suitable venue to sell the product.	2.1. Identify a venue to hold the sale. 2.2. State why the venue is suitable.
3. Know how to advertise the sale.	3.1. Identify ways in which the sale could be advertised. 3.2. Advertise the sale.
4. Know how to set up a point of sale and sell products.	4.1. Identify the equipment/resources needed to sell the product. 4.2. Set up the stall. 4.3. Sell the product.
5. Know about the costs involved in the enterprise project.	5.1. Identify the costs involved in 1.1. - selecting, 1.2. - marketing 1.3. - selling the product.
6. Know about own involvement with enterprise project.	6.1. Identify own involvement with the enterprise project.

## Assessment

The grid below gives details of the assessment activities to be used with the unit attached. Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

**P = Prescribed** This assessment method *must* be used to assess all or part of the unit.

**O = Optional** This assessment method *could* be used to assess all or part of the unit.

Case Study		Project	P
Written question & answer/test/exam	O	Role play/simulation	
Essay		Practical demonstration	
Report		Group discussion	O
Oral question and answer	P	Performance/exhibition	
Written description	O	Production of artefact	