

Unit Title: Undertaking an Enterprise Project	
Level:	One
Credit Value:	3
GLH:	27
OCNLR Unit Code:	HC1/1/LQ/020
Ofqual Unit Reference Number:	D/504/8866

This unit has 4 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Know how to select an enterprise project for a particular target market.	1.1. State ways to undertake market research. 1.2. Identify the most suitable for own enterprise project. 1.3. State why a product or service was selected. 1.4. Identify: <ul style="list-style-type: none"> • Target market, • Main competitors.
2. Know about the costs involved in setting up the product or service.	2.1. Identify all the costs involved in producing the product or service. 2.2. Calculate the total cost of producing the product or service. 2.3. State the price to charge the customer for the product or service.
3. Know the significance of effective marketing.	3.1. Identify the key personal skills/qualities required to effectively market and sell the product or service. 3.2. Identify the most appropriate methods for marketing the product or service. 3.3. Create a resource for marketing the product or service to own target market.

<p>4. Be able to plan, monitor and review the enterprise project.</p>	<p>4.1. Devise an action plan that identifies each stage of the enterprise project. 4.2. Give a target time/date for completion of each stage. 4.3. Review the action plan at each stage of the enterprise project. 4.4. Revise the action plan stating new target times/dates for completion. 4.5. State what worked well. 4.6. State what could be improved.</p>
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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	