

Unit Title: Undertaking a Social Enterprise Project in Horticulture and Sustainability	
Level:	Entry Three
Credit Value:	6
GLH:	60
OCNLR Unit Code:	SA2/E3/LQ/006
Ofqual Unit Reference Number:	F/617/6379

This unit has 6 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to produce or select a horticultural/sustainable product/service to sell to a particular target market.	1.1. Conduct a survey of to find out which horticultural/sustainable product/service people might like to buy. 1.2. Select the most popular horticultural/sustainable product/service identified from the research undertaken. 1.3. Identify the target market for the selected product/service. 1.4. List reasons for choosing the product/service.
2. Be able to select a suitable venue to sell the product/service.	2.1. Identify a venue (which may be physical or digital) to sell the product/service. 2.2. Comment on the venue's suitability for selling the product/service.
3. Be able to advertise the product/service.	3.1. Identify three ways in which the product/service could be advertised. 3.2. Advertise the product/service.
4. Be able to set up a 'point of sale'.	4.1. Identify the equipment/resources needed to sell the product/service. 4.2. Set up the point of sale. 4.3. Sell the product/service.

<p>5. Know about the costs involved in the social enterprise project.</p>	<p>5.1. Identify the costs involved in:</p> <ul style="list-style-type: none"> a) selecting the product/service; b) producing the product/service; c) marketing the product/service; d) selling the product/service.
<p>6. Be able to learn from the experience of carrying out a social enterprise project.</p>	<p>6.1. Identify what they have learned from the experience of carrying out an enterprise project.</p> <p>6.2. Identify what they would do differently if they were to carry out an enterprise project in the future, and state why.</p>

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner's portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study		Project	✓
Written question & answer/test/exam	✓	Role play/simulation	
Essay		Practical demonstration	✓
Report		Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	