

Module Development

MODULE 2.01 ASSESSING OWN SUITABILITY FOR ENTERPRISE

www.bizzbeesolutions.com



www.bizzbeesolutions.com

December, 2011



MODULE 2.01 ASSESSING OWN SUITABILITY FOR ENTERPRISE

SECTION 1: SPA LEVEL III CERTIFICATE PROGRAM – MODULE DESIGN GUIDE

All text: Arial; Orange Accent 6 color for all Headers and Section titles; Black for all other text

Spacing: 6 point for all text within sections; 10 point for between sections and text and between sections

Text Size: 11 point for all black text, 12 point for all Section titles, 14 point bold for header

Borders: all 0.5

SECTION 2:

QUALIFICATION OVERVIEW

	Certificate
Qualification Accreditation Number	<ul style="list-style-type: none">• 500/3696/8
Credit value	<ul style="list-style-type: none">• Minimum 25 credits
Duration (Including induction and tutorial support)	<ul style="list-style-type: none">• Minimum 95 Glh
To be completed within	<ul style="list-style-type: none">• Two years
Induction	<ul style="list-style-type: none">• Two hours
Tutorial support	<ul style="list-style-type: none">• At least three hours
Structure	<ul style="list-style-type: none">• Nine mandatory units• Optional units with a minimum credit value of 4
Assessment – mandatory units	<ul style="list-style-type: none">• Reflective Log• Viability Review• A Business Case/Plan

* - Please note the Glh on this qualification has reduced as a result of the transition to the QCF – the Award was formerly 34 Glh



SECTION 3:

STRUCTURE OF LEVEL 3 CERTIFICATE IN START YOUR OWN ENTERPRISE

Qualification	Credit Value★	Unit Details	Credit Value
Certificate	25	E2.01 Assessing own suitability for enterprise	3
		E3.01 Assessing the viability of a business idea	3
		E3.02 Researching the business market	3
		E3.03 Developing a customer service focus	2
		E3.04 Promoting the business	1
		E3.05 Considering resources for the business	2
		E3.06 Determining the financial needs for the business	3
		E3.07 Complying with legislation and regulatory requirements	3
		E3.08 Writing a business plan	1
		Optional unit(s) with a minimum credit value of 4	4
TOTAL	25		

★Credit - One credit is equivalent to 10 hours of NLT

SECTION 4:

Note that one credit = approximately 10 notional learning hours (nlt). This is defined as the average time it would take a learner to complete the unit. It includes guided learning hours, private study, practical and work-based learning, and assessment. E2.01 has 30 NLT.



SECTION 5:

E 2.01 Assessing own suitability for enterprise aim(s) to develop understanding of what means to be self employed in terms of risks, skills needed, etc.

Learning outcomes - The learner will:

- a) Understand what they want to get from self employment
- b) Understand the risks involved in self employment
- c) Understand what skills, knowledge and abilities are needed for starting and running own enterprise

SECTION 6:

Title:	Assessing own suitability for enterprise	Unit Ref:	E2.01
Level:	2	QCF unit code	J/501/3903
Credit value:	3	Guided learning hours	6
Learning outcomes The learner <u>will</u>	Assessment criteria The learner <u>can</u>		
1 Understand what they want to get from self employment	1.1	Describe what they want to get from self employment	
2 Understand the risks involved in self employment	2.1	Identify and describe the main risks, including money and time, involved in running their own business	
	2.2	Seek advice from others about the implications of being self employed	
	2.3	Examine whether their lifestyle is suited to the demands of self-employment	
	2.4	Examine what reasonable risks they are willing to take	



3 Understand what skills knowledge and abilities are needed for starting and running own enterprise	3.1 3.2 3.3	Identify the knowledge, skills and abilities needed for self employment Examine their own knowledge, skills and abilities for self employment Draw up a simple plan to fill any gaps in the knowledge, skills and abilities needed for self employment
Additional information about the unit		
Links to SFEDI 2006 NOS: PE1; PE2; UE1; YS1; YS2; YS3; YS4; UE5		
Unit aim(s) To explore the suitability of starting own enterprise and determining the knowledge, skills and abilities required to start and run own business		
	Indicative content:	
1	<ul style="list-style-type: none"> The definition of enterprise Reasons for exploring enterprise Expectations for running own business (financial rewards, personal achievement, independence, business success etc) 	
2	<ul style="list-style-type: none"> The benefits and risks associated with starting and running own business The risks involved in self employment including financial risks How to seek advice from others about the implications of being self employed Assessment of acceptable and realistic risk in starting and running own business Examination of lifestyle to determine compatibility with the demands of self employment How to make a decision about own suitability for self employment based on risk factors 	
3	<ul style="list-style-type: none"> Skills and qualities needed for starting and running own enterprise (personal, functional, innovation, 'can do' attitude and practical/creative skills) How to assess own competence in the knowledge, skills and abilities needed for starting and running own business How to compile an action plan to fill in knowledge and skills gaps 	

SECTION 7:

Units/ for SPA SOE Module 2.01

Unit 1: 90 minutes

Section Description	Objectives	Faculty Information	Resources
Introduction to Topic and SPA (30 minutes)	<ul style="list-style-type: none"> Clearly define module and Syncpartners Academy expectations 	<ul style="list-style-type: none"> Use syllabus and Code of Conduct Go through expectations for assignments listed in syllabus using SPA 	<ul style="list-style-type: none"> Webex tutorial information in SPA dropbox



	<ul style="list-style-type: none">• Clearly define assignments and Syncpartners expectations• Clearly explain Webex platform and usage• Explain topic and have learners discuss previous challenges with topic/what they hope to learn	<p>expectations</p> <ul style="list-style-type: none">• Go through basic Webex tutorial so all learners know how to use the sections they will need• Topic Description: personal motivation assessment, risk evaluation, stakeholders identification, knowledge, skills and abilities needed for self employment• Solicit Learner issues and expectations using questions: Do you think you have the potential for self employment? Do you think you can have your own business? What is your level of commitment	
Motivation for self employment (30 minutes)	<ul style="list-style-type: none">• Learners will see different types of motivations for starting an enterprise• Learners will describe what is their motivation for starting an enterprise	<ul style="list-style-type: none">• Describe different types of motivation (financial rewards, personal achievement, independence, business success, etc)• Question to solicit response: Why do you want to be self employed? What you expect from self employment?• Guide the discussion until they cover all types of motivations	<ul style="list-style-type: none">• Journal of Business Venturing 15, 113–134
Assignments and Wrap-Up (25 + 5 min)	<ul style="list-style-type: none">• Assignments will be given for home, to start thinking of risks in self employment	<ul style="list-style-type: none">• Assignment 1 – Learners to describe what is their main motivation for self employment and to research about risks involved in self employment	<ul style="list-style-type: none">•



Unit 2: 120 minutes

Section Description	Objectives	Faculty Information	Resources
Review of Unit 1 (20 minutes)	<ul style="list-style-type: none">Learners will clearly describe their motivation for self employmentResults from their assignments	<ul style="list-style-type: none">Learners to summarize their motivation for self employmentLearners to present in one sentence of disadvantage of self employment	
Identification of main risks involved in running own enterprise (money and time) (40 minutes)	<ul style="list-style-type: none">Learners will understand what are the risks in starting own enterpriseHow time consuming is being self employedUnderstand the money risk in self employmentOther relevant risks	<ul style="list-style-type: none">Describe main risks in self employmentDiscussion on how time & money consuming is self employment (examples of all activities they will need to do themselves as owners-)	
Examine the reasonable risks that must be taken (25min)	<ul style="list-style-type: none">Learners will determine what risks they are willing to take	<ul style="list-style-type: none">Discussion on risk management (avoid, transfer, reduce, accept)	
Institutions/N GO's, incubators and others that give advice for starting enterprise (25 minutes)	<ul style="list-style-type: none">Learners will realize where they can address different issues, regarding self employmentLearners will develop a list of stakeholders they can communicate, or ask for advise	<ul style="list-style-type: none">Question to solicit response: Where you can ask for advice? Which organization/ company or governmental institution can provide you with advices?Discussion and development of a general list of stakeholders that provide assistance to start-ups	<ul style="list-style-type: none">Book, Poduzetnistvo (Entrepreneurship)



Assignment (10min)	<ul style="list-style-type: none"> Learners will do additional research at home 	<ul style="list-style-type: none"> Assignment 2 – Develop a list of stakeholders in your area that can provide advice (business incubators, NGO's, institutions, consultants) Assignment 3 – Develop a risk management strategy for your own risks 	
--------------------	--	--	--

Unit 3: 75 minutes

Section Description	Objectives	Faculty Information	Resources
Review of Unit 2 (15 min)	<ul style="list-style-type: none"> Learners to describe the main risk, advisory service providers and how the self employment will affect their lifestyle. 	<ul style="list-style-type: none"> Presentation of their assignments 	
Identification of knowledge, skills and abilities needed for self employment (25 minutes)	<ul style="list-style-type: none"> Learner will recognize what is needed in order to be self employed Learners will develop a 'perfect' director/owner 	<ul style="list-style-type: none"> Describe all skills that are needed for self employed person Question to solicit response: What skills are needed in one company? How a perfect director does looks like? Development of a perfect profile 	<ul style="list-style-type: none"> Book, Entrepreneurial Skills
Examination of own knowledge, skills and abilities (25min)	<ul style="list-style-type: none"> Learners will evaluate themselves what knowledge, skills and abilities have 	<ul style="list-style-type: none"> Self evaluation techniques / test that will help learners to analyze themselves. 	<ul style="list-style-type: none">
Assignment (10min)	<ul style="list-style-type: none"> Learners will do additional research at home 	<ul style="list-style-type: none"> Assignment 4 – See the fully developed 'perfect director' and compare to you. See in which areas you need improvements. 	<ul style="list-style-type: none"> http://www.yesmontreal.ca/yes.php?section=entrepreneurship/tools/quiz



		<ul style="list-style-type: none"> • Assignment 5 – Take self evaluation tests 	<ul style="list-style-type: none"> • http://www.potentialentrepreneur.ca/client/instructions.asp
--	--	---	---

Unit 4: 75 minutes

Section Description	Objectives	Faculty Information	Resources
Assignment review (30min)	<ul style="list-style-type: none"> • Learners will know what skills they have and what they need 	<ul style="list-style-type: none"> • Learners will describe what additionally need to know (in terms of knowledge, skills and abilities) 	
Skills gap analysis (30min)	<ul style="list-style-type: none"> • Learners will be able to compare what they have and what additionally need to achieve • Learners will be able to develop an action plan to fill in knowledge and skills gaps 	<ul style="list-style-type: none"> • Present a matrix of what is ideal and what is actual • Discuss solutions on how to reduce the gap in between • Question to solicit response: How can you improve in order to reach the 'perfect director'? 	
Wrap-Up and Assignments (15 min)	<ul style="list-style-type: none"> • Give on own assignments 	<ul style="list-style-type: none"> • Presentation of the final assignment 	

SECTION 8:

The Learner will be required to complete the following assignments to Syncpartners Academy standards:

Assignment	Syncpartners Academy Standard
Assignment 1 – Learners to describe what is their main motivation for self employment and to research about risks involved in self employment (2Nlh)	<ul style="list-style-type: none"> • One paragraph of motivation • At least 5 risks involved in self employment • Issues are well defined and explored
Assignment 2 – Develop a list of stakeholders in your	<ul style="list-style-type: none"> • The list is comprehensive • Each stakeholder role is



area that can provide advice (business incubators, NGO's, institutions, consultants) (3Nlh)	clearly described <ul style="list-style-type: none">• The learner knows where to ask for advices
Assignment 3 – Develop a risk management strategy for your own risks (3Nlh)	<ul style="list-style-type: none">• The matrix is well developed• The matrix address all major risks (at least 5)• Proposed solutions are adequate• The matrix is realistic
Assignment 4 – See the fully developed 'perfect director' and compare to you. See in which areas you need improvements. (5Nlh)	<ul style="list-style-type: none">• Learners have good understanding of skills needed• The proposed areas for improvement are correct
Assignment 5 – Take self evaluation tests (2Nlh)	<ul style="list-style-type: none">• Learners took the test• Learners can understand the results• Learners are aware of their current capabilities
Final Presentation (9Nlh)	<ul style="list-style-type: none">• Topic is well defined• Time limit is adhered to (15 minutes)• Information is presented in a clear and concise manner that reflects a full comprehension of techniques taught in module• Presenter is comfortable presenting information and answering questions in a manner that reflects a full comprehension of techniques taught in module• Presenter is well informed on the topic• Presentation is informative and does not contain nonessential information• Presenter has a clear understanding of techniques taught in the module and is able to give a presentation which could be delivered to the highest stakeholders• Refer to work based assignment mark sheet



SECTION 9:

ASSESSMENT NOTES FOR CANDIDATES

- Where stated, select topics in your own organisation and/or area of work, (or within another organisation if you are currently unemployed)
- You may wish to discuss your choice of topics with your line manager or tutor prior to writing up your assessment(s)
- Structure your work by using the headings shown in bold when writing up your assessments
- An approximate word count is shown for each mandatory assessment. This should be seen as a guide only, to help you achieve a balanced piece of work
- The total marks available for each section and the minimum required to pass is shown in brackets on each mandatory assessment
- The overall pass mark is 50 marks, but you also have to achieve the minimum marks in each section on the mandatory assessment
- Candidates must achieve half the total marks (ie: at least 50 per cent) for each optional assessment
- Study the assessment criteria shown for each unit carefully and check to see that your work “measures up” before you submit
- Whilst you will not be penalised for weak spelling and grammar, you should remember that this may affect the meaning of your document. It is therefore expected that appropriate attention be given to such matters
- Remember that your tutor is there to support and guide you
- All material will be kept confidential and secure as far as is reasonably possible
- Ask your tutor if you are not sure about the submission date
- Ensure that you do your own work and do not plagiarise work from others. If you are not sure what is meant by plagiarism speak to your tutor who will clarify, or may provide you with some notes produced by ILM in the Centre Manual

SECTION 10:

REFLECTIVE LOG: E2.01

Centre Number	Centre Name
Candidate Registration No	Candidate Name
TASK	
<p>The purpose of this task is to encourage you to consider</p> <ul style="list-style-type: none">• what you want and hope to achieve by running your own business/enterprise;• what skills and knowledge you need, and how you match up to these needs; and• a simple plan of action to set you on the right track. <p>You should take full advantage of the support provided by your tutor and you should expect to spend</p>	



several hours working through the task. Although this is not essential, you may wish to speak to other people that are in a position to help you. Examples might include your family, friends, work colleagues, business advisor or people who are already self employed. The nominal work count for this task is 300 words. The suggested range is between 250 to 500 words.

Please use the headings shown below when writing up your Assignment

Assessment Criteria

Understand what you want to get from running your own business/enterprise

Identify what you want to get out of running your own business/enterprise. You should consider what you expect to achieve in the short term (first year) and medium term (three to five years)

(min 3 marks from 10 available)

- What they want to get from self employment is described

Understanding the risk factors involved in self employment

Identify and briefly describe the main risks involved in self employment

Seek advice from other people about being self employed and briefly outline their thoughts in relation to your business/enterprise idea

Then consider what starting your own business/enterprise would mean to your lifestyle – is your current lifestyle suited to self employment?

(min 20 marks from 60 available)

- The main risks, including money and time, involved in running their own business are identified and described
- Advice from others about the implications of being self employed is sought
- Whether their lifestyle is suitable to the demands of self-employment is examined
- What reasonable risks they are willing to take is assessed

Understanding what skill, knowledge and abilities are required to start and run your own business/enterprise

Identify the knowledge, skills and abilities needed for self employment and examine whether you have these

Draw up a simple action plan to fill any gaps in your knowledge, skills and abilities

(min 10 marks from 30 available)

- The knowledge, skills and abilities needed for starting and running own enterprise are identified
- Own level of knowledge, skills and abilities needed for self employment are examined
- A simple plan is drawn up to fill any gaps in the knowledge, skills and abilities needed for self employment

By submitting I confirm that this assessment is my own work

www.biznotes.com



MARK SHEET: E2.01: REFLECTIVE LOG

Centre Number		Centre Name		
Candidate Registration No		Candidate Named below confirms authenticity of submission NAME:		
Criteria	Strengths	Weaknesses	Assr mark	QA mark
Understand what you want to get from running your own business/enterprise <ul style="list-style-type: none"> What they want to get from self employment is described 			/10 marks (min 3)	
Understanding the risk factors involved in self employment <ul style="list-style-type: none"> The main risks, including money and time, involved in running their own business/enterprise are identified and described Advice from others about the implications of being self employed is sought Whether their lifestyle is suitable to the demands of self-employment is examined What reasonable risks they are willing to take is assessed 			/60 marks (min 20)	
Understanding what skill, knowledge and abilities are required to start and run your own business/enterprise <ul style="list-style-type: none"> The knowledge, skills and abilities needed for starting and running own enterprise are identified Own level of knowledge, skills and abilities needed for self employment are examined A simple plan is drawn up to fill any gaps in the knowledge, skills and abilities needed for self employment 			/30 marks (min 10)	
Assessor's Decision		Quality Assurance Use		
Total Marks	Outcome (circle as applicable)	Total Marks	Outcome (circle as applicable)	
Total 50 + overall, AND minimum in each section	PASS FAIL	Total 50+ overall, AND minimum in each section	PASS FAIL	
Section fail if applicable:		Date of QA check:		
Name of Assessor		Name of QA		
Assessor Signature and date		QA Signature and date		



SECTION 11:

Resources and Validated sources:

Products Validated by ILM which are appropriate to these Qualifications*

<p>Journal of Business Venturing 15, 113–134</p> <p>Mark Simon – Oakland University</p> <p>Susan M.Houghton – Georgia State University</p> <p>Karl Aquino – Georgia State University</p>	<p>Cognitive biases, Risk perception and Venture formation: How individuals decide to start companies</p> <p>Included in the material package</p>
<p>Book, Poduzetnistvo (Entrepreneurship)</p> <p>Ratko Dobre, Zadar 2006 p129-134</p>	<p>Overview of entrepreneurial infrastructure programs in function of supporting entrepreneurs. Covers Business Incubators, Entrepreneurial Centers, Entrepreneurial Zones and programs of the Government on national and local level</p> <p>Included in the material package</p>
<p>Book, Entrepreneurial Skills</p> <p>By Cecile Nieuwenhuizen</p>	<p>Link here</p>
<p>Yes – Youth Employment Services</p>	<p>“Business Start-up Quiz -Are you ready for self-employment?”</p> <p>Quick quiz that measures you entrepreneurial spirit</p> <p>http://www.yesmontreal.ca/yes.php?section=entrepreneurship/tools/quiz</p>
<p>BDC – Entrepreneurs first</p>	<p>Self-assessment questionnaire: Am I the entrepreneur type??”</p> <p>Detailed questionnaire with 54 questions in 6sections that gives detailed analyze in terms of motivation, Aptitudes and Attitudes</p> <p>http://www.potentielentrepreneur.ca/client/instructionsen.asp</p>
<p>The Enterprise Collection</p> <p>Video presented and directed by Jon Danzig, presented by Alan Hargreaves</p>	<p>Video “Could you be Self-Employed?”</p> <p>Video from 1990s but illustrates perfectly what means to be self-employed. Also has funny way of presenting the skills needed for self employment</p> <p>http://www.youtube.com/watch?v=-Ee9mz_P4zo</p>

* Correct at time of print. Up-dated details of validated products can be found on the ILM website: www.i-l-m.com



APPENDIX

Information on NLT/GLH

Guided Learning Hours	Notional Learning Hours
<ul style="list-style-type: none"> • Induction • Tutorials and tutorial support time • Directed activities such as role play, case studies etc • Facilitated Group discussion • Action Learning Sets • Supervised work-based learning or practice • Directed on-line learning • Guidance prior to assessment 	<ul style="list-style-type: none"> • Induction • Tutorial and tutorial support time • Directed activities such as role play, case studies etc • Facilitated Group discussion • Action Learning Sets • Supervised work-based learning or practice • Directed on-line learning • Guidance prior to assessment • Reading • Research • Self-study • Discussion with relevant others in the workplace • Practice in the workplace • Online learning packages Time taken for candidate to complete assessment

L3 Unit map

Module and Segment Title	Unit
S1 YOU AND YOUR BUSINESS	
S1.1 Checking Your Ability to Run a Business	E2.01 Assessing own suitability for enterprise
S1.2 Defining Your Business Idea	E3.01 Assessing the viability of a business idea
S1.3 Working Effectively	M3.04 Achieving objectives through time management
S1.4 Coping with Stress	M3.15 Managing stress in the workplace
S1.5 Developing the Skills You Need	E2.01 Assessing own suitability for enterprise
S1.6 Problem Solving Skills	M3.01 Solving problems and making decisions
S1.7 Dealing with Difficult People	M3.14 Managing conflict in the workplace
S1.8 Innovation and Enterprise	M3.06 Managing creativity and innovation in the workplace
S1.9 Setting and Achieving Objectives	E3.01 Assessing the viability of a business idea
S1.10 Networking	E3.01 Assessing the viability of a business idea
S1.11 Exploring Franchise Opportunities	E3.09 Exploring franchising opportunities
S2 CUSTOMERS AND QUALITY	



S2.1 Researching your market	E3.02 Researching the business market
S2.2 Knowing your customers	E3.03 Developing a customer service focus
S2.3 Quality Assurance and the Customer	E3.19 Maintaining a quality focus
S2.4 Customer Service	E3.03 Developing a customer service focus
S2.5 Communicating with Customers	E3.03 Developing a customer service focus
S2.6 Basics of Marketing and Selling	E3.14 Marketing and selling for the business
S2.7 Ensuring Customer Satisfaction	E3.04 Developing a customer service focus
S2.8 Promoting Your Business	E3.04 Promoting the business
S3 RESOURCES FOR YOUR BUSINESS	
S3.1 Considering Resources for Your Business	E3.05 Considering resources for the business
S3.2 Protecting Your Business	E3.15 Protecting the business
S3.3 Professional Support for Business	E3.01 Assessing the viability of a business idea
S3.4 Planning and Scheduling Activities	M3.04 Achieving objectives through time management
S3.5 Business Equipment and Supplies	E3.05 Considering resources for the business
S3.6 Stock Control	E3.16 Ensuring stock control in the business
S3.7 Human Skills for Your Business	E3.05 Considering resources for the business
S3.8 Finding and Training Staff	E3.10 Acquiring human skills for the business
S3.9 Managing Staff	E3.11 Managing staff
S3.10 Working from Home/a Vehicle	E3.18 Working from home or a vehicle
S3.11 Business Premises	E3.17 Acquiring Business Premises
Module and Segment Title	
S4 FINANCE FOR BUSINESS	
S4.1 Checking the Viability of Your Business	E3.01 Assessing the viability of a business idea
S4.2 Budgeting for small business	E3.13 Budgeting for the business
S4.3 Financial Records	E3.23 Understanding financial records
S4.4 Cashflow Management and Credit Control	E3.06 Determining the financial needs for the business
S4.5 Costing and Pricing	E3.06 Determining the financial needs for the business
S4.6 Securing finance	E3.06 Determining the financial needs for the business
S4.7 Financial Planning and Monitoring	E3.13 Budgeting for the business
S4.8 VAT, NI and Tax Awareness	E3.12 Understanding National Insurance and tax requirement
S5.1 Business and the Law	E3.07 Complying with legislation and regulatory requirements
S5.2 Health, Safety & Environmental Obligations	E3.07 Complying with legislation and regulatory requirements
S5.3 Contract Law	E3.07 Complying with legislation and regulatory requirements
S5.4 Employment Legislation	E3.10 Acquiring human skills for the business



S5.5 Diversity and Equal Opportunities Legislation	E3.10 Acquiring human skills for the business
S5.6 Establishing the Business Entity	E3.01 Assessing the viability of a business idea
S5.7 Environmental Health & Hygiene Requirements	E3.07 Complying with legislation and regulatory requirements
S5.8 Risk Assessment	E3.07 Complying with legislation and regulatory requirements
S5.9 Specific Constraints & Regulations Affecting Your Business	E3.07 Complying with legislation and regulatory requirements
S6 THE BUSINESS PLAN	
S6.1 Information for Decision Making	M3.07 Obtaining information for effective management
S6.2 Checking the Research for the Business	M3.07 Obtaining information for effective management
S6.3 Producing Your Operational Plan	M3.08 Writing a business plan
S6.4 Producing Your Financial Plan	E3.06 Determining the financial needs of the business
S6.5 Presenting Your Business Plan	E3.20 Presenting a business plan

www.bizzbeesolutions.com