



Erasmus+



NETRISE

Unit 3

The Change Challenge

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Co-funded by the
Erasmus+ Programme
of the European Union



Date of original publication:

November 2019

Version: 01

Acknowledgement

Luxol Sports Foundation, Eureka Learning and Development Limited and Sunsire Management Student Development have collaborated to develop a customised unit to support the certification and development of Enterprise and Entrepreneurship: Community and Sport Youth Leaders Award:-

History of changes

It is anticipated that changes will take place during the life of the qualification, and this section will record these changes. This document is the latest version and incorporates the changes summarised below.

Version Number	Description	Date
O2	Unit Descriptor changed to reflect EUPA feedback based on Task orientated Materials. Repetition of introduction (feedback from Pilot Partners) in all three units, an Arrangement Document for the Award now supersedes the original documents and has an overarching view of the three units.	September 2020

Descriptor

Unit specification: general information

Unit title: The Change Challenge

Unit code: 00003

Publication date: September 2020

Source: Luxol

Version: 02

Summary

The purpose of the Unit is to enable learners to develop the Knowledge and Understanding aspects of the Enterprise and Entrepreneurship through developing skills in; evaluating their idea or from a selected brief, branding, marketing and setting out a plan. There will also be opportunity to develop the skills required for pitching their ideas and a final presentation to an invited panel to evaluate their skills and contribution. Although there are four tasks, these will be assessed holistically as part of a portfolio and a presentation.

Task

- 1 Create a business concept (product or service)
- 2 Evaluation of the business concept
- 3 Develop a business plan
- 4 Present the business plan

Recommended entry

While entry is at the discretion of the centre, candidates would normally be expected to have an interest in community and youth sporting. There are no formal qualifications required to undertake this Unit; this qualification is suitable for candidates who wish to consider working in the business sector, sport sector, community and youth sector.

Credit points and level
1 National Unit credit

Descriptor

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the NETRISE partnership team.

Task 1

Create a business concept (product or service)

Performance Criteria

- (a) Explain the need for your concept
- (b) Explain the issues or supports you will be addressing
- (c) Explain why you think there is a gap in the market
- (d) Create a business concept brief

Task 2

Evaluation of the business concept

Performance Criteria

- (a) Evaluate your Market Research, Marketing Strategy and unique selling point
- (b) Evaluate your SWOT and PEST Analysis
- (c) Evaluate your Concept Logo, Slogan and Brand
- (d) Evaluate your Networking and Funding Strategy

Task 3

Develop a business plan

Performance Criteria

- (a) Develop a project description
- (b) Develop the key strengths, improvements and objectives from evaluation
- (c) Determine Market Research
- (d) Determine Competition
- (e) Determine Marketing Strategy
- (f) Develop Financial Forecasts
- (g) Determine Ownership/Management
- (h) Conduct an Impact Analysis on business plan
- (i) Conduct final review of key objectives

Task 4

Present the business plan

Performance Criteria

- (a) Create a presentation of you concept, evaluation and business plan
- (b) Present your business plan to your peers or a panel

Descriptor

How do I achieve this Unit

You will need to show you have achieved both tasks for this unit.

Candidates will need to provide evidence to demonstrate their knowledge and understanding of this Unit by showing that they can:

For Task 1

Create a business concept that will demonstrate that you can:

Explain the need of concept, the customer issue or needs you are addressing, why you think there is a gap in the market, then create a concept brief from your identified needs

For Task 2

Evaluate the business concept and demonstrate that you can:

Carry out an evaluation of you concept and idea using a business model that suits your needs

For Task 3

Develop a business plan concept and demonstrate that you can:

Create a plan that will support your business that should include Executive Summary, Objectives & Goals, Concept, Market Research, Competition, Marketing, Financial Forecasts, Ownership/Management, Human Resources and Organisational Details

For Task 4

Present the business plan and demonstrate that you can:

Create a presentation that grabs people's attention; is presented in a logical sequence; illustrates the concept, evaluation, plan, and conclusion; is completed within a designated timeframe and all members present.

How should this be delivered

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 36 hours.

The sharing of knowledge throughout the unit

The unit is intended for learners with an interest in enterprise and entrepreneurship. Successful learners have several progression routes open to them. They could go in to self-employment to realise a business idea. Alternatively learners could move into employment through which they could gain experience relevant to their business idea that may help them to become self-employed at a later stage.

The unit is designed to be learner centred in approach and aims to encourage learners to undertake research using whatever methods are available to them.

Task 1

In Task 1, it gives the learner the opportunity to create the business concept. This should include a brief description of the meaning of explaining why they believe there is a need, the customer issues or needs they believe the concept will address, why they think there is a gap in the market and finally create a concept brief from their identified needs

Task 2

In Task 2, it gives the learner the opportunity to create the business concept. This should include an evaluation of the concept and idea using a business model that suits their needs and may include their initial idea (value proposition), customers and markets, routes to market, key markets, key activities, key resources, cost structure, income streams. There are many business model canvases available to carry out evaluations, demonstrate the use a model that suits your needs.

Task 3

In Task 3, it gives the learner the opportunity to create a business plan that will support their business that includes and business outline, evaluation summary, a project description and plan, progress measurement, projected impact of business plan, key objective timetable/plan.

Task 4

In Task 4, it gives the learner the opportunity to create a presentation using computer software, that visually grabs people's attention; is presented in a logical sequence; illustrates the concept, evaluation, plan,

and conclusion; is completed within a designated timeframe and all members present..

Guidance on approaches to assessment for this Unit

Evidence is required to demonstrate that candidates meet the requirements of all Tasks and Performance Criteria. This is a holistic based assessment, supported by a portfolio of evidence and a final presentation

What can I do next?

You could think about doing other related Units, which would help you develop your entrepreneurial skills, such as:

- Unit 2 Starting a Business
- Unit 1 Developing Entrepreneurial Skills

Descriptor



Internal Verification

Name: Heather Hughes

Sign: *Heather Hughes*

Date 01 Nov 2019 V1

RESULT	
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ERASMUS

NETRISE

ASSESSMENT MATERIAL

UNIT NUMBERS: 3

UNIT TITLES: THE CHANGE CALLENGE

TASK(S): 1-4

ASSESSMENTS: PORTFOLIO AND PRESENTATION

COMPLETED BY: **Student Name:** _____
 Date: _____
 Signature: _____

ASSESSED BY: **Tutor Name:** _____
 Date: _____
 Signature: _____

Assessment



THE CHANGE CHALLENGE

ASSESSMENT INSTRUCTIONS

- **You must submit this assignment no later than the end date of your course.**
- **You may use the following equipment or resources during this assessment:**
 - This is an open book assessment.**
 - There are no restrictions on the materials you may use.**
- **This assessment will be graded Pass or Fail.**
- **To achieve a Pass you must meet the evidence requirements as detailed in the unit specification.**

If your work is graded as “Fail” you will be given a re-sit.
If your work is graded as “Fail” on your second attempt,
you may be given a third and final assessment
**BUT ONLY IF AGREED BY THE MEMBERS OF YOUR STAFF
TEACHING TEAM.**

If you are not satisfied with the grade awarded by the tutor,
you should speak to your tutor in the first instance.
If you are not satisfied with this response then
the tutor will take it to their line Manager

Assessment



STARTING A BUSINESS

LEARNER DECLARATION OF AUTHENTICITY

Learner Name	
Class Group	
Tutor	
Unit/Subject	
Target Submission Date	
Actual Date of Submission	
Outcome(s)	

“I declare that this submission is entirely my own work, and any content by other authors has been clearly acknowledged and referenced. I understand that disciplinary action will be taken by the organisation if this is not the case.”

Learner Signature: _____

Assessment

STARTING A BUSINESS



Section 2 — Instruments of Assessment

Instrument of Assessment 1 Restricted response questions

Learner's name _____

TASK 1 - 4

Contribute to a team project developing a product/service that will benefit the local community. All areas below to be evidenced within a Team Portfolio. The learner or group of learners are expected to create a presentation that supports their business concept, evaluation and planning process. During the presentation you will review the main points addressed from the 4 points below. There should be information on an introduction, idea concept, evaluation, planning process and conclusions. The Presentation will be no longer than 15 minutes.

The business plan will be presented by the team to a panel made up of peers or external panel members made or local business owners.

Create a business concept (product or service)

- Explain the need for your concept
- Explain the issues or supports you will be addressing
- Explain why you think there is a gap in the market
- Create a business concept brief

Evaluation of the business concept

- Evaluate your Market Research (Primary and Secondary)
- Evaluate your SWOT Analysis
- Evaluate your PEST Analysis
- Evaluate your Target Market and Unique Selling Point
- Evaluate your Concept Logo, Slogan and Brand Personality
- Evaluate your Marketing Strategy
- Evaluate your Networking Strategy
- Evaluate your Funding Strategy

Develop a business plan

- Develop a project description
- Develop the key strengths, improvements and objectives from evaluation
- Determine Market Research and Marketing strategy
- Determine Competition
- Develop Financial Forecasts

Assessment



STARTING A BUSINESS

- Determine Ownership/Management
- Conduct an Impact Analysis on business plan
- Conduct final review of key objectives

Present the business plan

- Create a presentation of you concept, evaluation and business plan
- Present your business plan to your peers or a panel