

Assignment specification for

City & Guilds Level 3

Award Enterprise and Entrepreneurship (8141)

Assignment 4:

Presenting a business plan

Version: 1.0 (January 2019)

Qualification Purpose and Aim

Who are these qualifications for?

The Level 3 Award or Certificate in Enterprise and Entrepreneurship is designed for potential entrepreneurs to build the skills and knowledge they need to get their new business up and running. It's also ideal for owner-managers who want to run their businesses more effectively.

Benefits for individuals

- Understand the process of setting up a business
- Be clear about the expectations, motivations and the risks involved
- Define the business idea and assess its viability
- Work on a business plan, budget and cash flow forecast
- Know what is needed to be done to comply with the law and deal with red tape
- Build skills and knowledge in key areas, including marketing, customer service and finance.

At Award level, there are two mandatory units which focus on preparing for the personal and practical challenges of starting a business and assessing the viability of the learner's business idea. At Certificate level, there are seven more mandatory units to give potential entrepreneurs a comprehensive understanding of what they need to do to get their business on the ground. The units cover a range of topics including carrying out market research, identifying customer needs, recognising resource requirements, marketing the business, and handling finance issues. Plus, there are a wide range of optional units, so learners can choose to focus on the specific areas that best meet their needs.

What is being assessed

This assessment is designed to demonstrate that you have met the learning outcomes for the module by demonstrating that you can meet the assignment criteria:

Learning outcomes (the learner will)	Assessment criteria (the learner can)
1 Be able to present a business plan	1.1 Explain the business idea and associated benefits to interested audiences 1.2 Verify the business plan by providing the necessary facts and figures in a presentable format 1.3 Develop handouts to reinforce the audience's understanding of the business plan 1.4 Respond to questions relating to the presentation to support the business plan

What you need to do:

Assignment Task for Unit: Presenting a business plan

Centre Number:	Centre Name:
Learner Registration No:	Learner Name:
TASK You are firstly required to explain, via a presentation, how the business idea and associated benefits will work. NOTE: <i>You should plan to spend approximately 12 hours researching your workplace context, preparing for and writing or presenting the outcomes of this assignment for assessment. You should then substantiate the business plan by providing a range of correct important and relevant facts and figures that are verifiable or have been verified. The presentation should be reinforced for the audience by an appropriate number of hand-outs. You should also give the audience an opportunity to ask questions relating to the presentation and questions should be responded to</i> <i>Check your assignment carefully prior to submission using the assessment criteria.</i>	
<i>Please use the headings shown below when writing up your Assignment</i>	Assessment Criteria
Present a business plan	<ul style="list-style-type: none">• Explain the business idea and associated benefits to interested audiences (24 marks)• Verify the business plan by providing the necessary facts and figures in a presentable format (28 marks)• Develop handouts to reinforce the audience's understanding of the business plan (24 marks)• Respond to questions relating to the presentation to support the business plan (24 marks)
By submitting I confirm that this assessment is my own work	

You should submit your responses online at the AGLC academy site

<https://aglc.academy>