

## Starting a Business Venture

Level 3

06473/06474

### Units

- Unit 1 Attracting customers through marketing
- Unit 2 Adhering to legislation
- Unit 3 Establishing financial management processes
- Unit 4 Applying the sales strategy in the business
- Unit 5 Using a business plan in your venture

### Introduction

The **OCR Level 3 Award and Certificate in Starting a Business Venture** are aimed at those candidates who are considering setting up their own business or are already in the process of setting up in business and wish to advance their skills and knowledge in a specific area of set up.

The **OCR Level 3 Award and Certificate in Starting a Business Venture** aim to support candidates in the development of high level skills required to set up and run a business. Candidates will investigate the crucial components involved in the running of a successful business, such as:

- attracting and retaining customers in a competitive market;
- financial planning and the maintenance of adequate accounts;
- setting realistic sales goals and the formulation and application of strategic sales procedures;
- understanding the laws in place to protect the business owner and the customer;
- the importance of having an up-to-date business plan when starting, operating, and developing a business.

datasheet

## Unit Content

### Unit 1 Attracting customers through marketing

This unit aims to support the development of the skills needed to use marketing techniques in order to attract and retain customers in a competitive market, with a view to sustaining a planned level of business activity within a business venture.

### Unit 2 Adhering to legislation

This unit aims to support the understanding required of a business person with regards the laws in place to protect both the business and the customer, and understand which of these laws apply to their own business venture.

### Unit 3 Establishing financial management processes

This unit aims to support the knowledge needed to forecast a Trading Account, Profit and Loss Account and a Cash Forecast for the first year of trading, and to plan and get the funding necessary to finance the venture. In addition, it will support the development of the skills and knowledge needed to maintain adequate accounts and ensure that appropriate taxation is paid.

### Unit 4 Applying the sales strategy in the business

This unit aims to support the knowledge and understanding required to set realistic sales goals, to communicate effectively with the customer and to formulate and apply strategic sales procedures.

### Unit 5 Using a business plan in your venture

This unit aims to support the understanding required to identify and explain the importance of having an up-to-date business plan when starting, operating, and developing a business venture.

## Approval and Funding

The OCR Level 3 Award and Certificate in Starting a Business Venture are accredited at Level 3 of the National Qualifications Framework. They are approved under sections 96 and 97 of the Learning and Skills Act 2000 and are eligible for funding by the LSC.

## Qualification Structure

In order to achieve the OCR Level 3 Award in Starting a Business Venture candidates must achieve two units from those detailed.

In order to achieve the OCR Level 3 Certificate in Starting a Business Venture candidates must achieve all five units detailed.

If candidates do not achieve sufficient units to successfully complete the awards they will receive a unit certificate for each individual unit achieved.

## Form of Assessment

Each unit within the qualification is locally-assessed and OCR-moderated. Assessment takes the form of an OCR-set assignment for each unit, which ensures coverage of all of the required knowledge, skills and understanding and allows candidates to build a portfolio of evidence.

## Guided Learning Hours (glh)

The time it will take a candidate to complete these qualifications will depend on a number of things, for instance, mode of study and level of knowledge or experience on entry onto the programme of study. As a general guide the units are likely to require the number of glh detailed in the table below, meaning that the Award qualification will require approximately 60 glh and the Certificate 150 glh.

Title	glh
Unit 1 Attracting customers through marketing	30
Unit 2 Adhering to legislation	30
Unit 3 Establishing financial management processes	30
Unit 4 Applying the sales strategy in the business	30
Unit 5 Using a business plan in your venture	30

## Progression Routes and the National Qualifications Framework

A candidate achieving the OCR Level 3 Award in Starting a Business Venture may undertake further business enterprise related qualifications eg OCR Level 3 Certificate in Starting a Business Venture or the OCR Level 3 NVQ in Business Enterprise.

Candidates that successfully complete these qualifications will have some of the critical skills and knowledge to equip them to produce essential components of a business plan or to consider starting their own business.

## Qualification Support

**The Centre Handbook** offers a comprehensive guide to the structure and administration of the qualifications.

**Our website, [www.ocr.org.uk](http://www.ocr.org.uk)**, contains the most up to date information about the qualifications.

OCR's Training division can provide full details of the training sessions available for the suite. Please contact OCR Training on 024 7649 6398.

**If in doubt over any aspect of the assessment or administration of these qualifications**, please contact OCR's Customer Contact Centre, where staff will be able to help. Telephone 024 7685 1509, or email [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk).

## What to do next?

To seek approval to offer the qualification(s), please apply on-line following the step-by-step guide to applying for approval for vocational qualifications indicated on our 'Centre Approval' webpage.

You might be interested to know that OCR staff are available to help with any aspect of setting up a vocational assessment centre. Through an advisory telephone call or a centre visit, we can assist, not only with the completion of the form, but also provide advice on the following areas:

- identifying potential candidates and marketing opportunities
- meeting OCR requirements
- identifying resourcing levels, both in terms of staff and equipment
- the documents you might need for the benefit of the candidates and a smooth running centre operation

For further information, please get in touch with our **Customer Contact Centre** by phone: **(024 7685 1509)**; email: **vocational.qualifications@ocr.org.uk**; or in writing: **OCR Customer Contact Centre, OCR, Westwood Way, Coventry, CV4 8JQ.**

A summary of how the approval process works is provided in our **Admin Guide for Vocational Qualifications** (publication ref. code: A850). Our **Fees List** contains the charges for centre evaluation, candidate entries and certification. Both documents are available to download from our website **www.ocr.org.uk**

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**www.ocr.org.uk**

OCR customer contact centre

**Vocational qualifications**

Telephone 024 76 851509

Facsimile 024 76 851633

Email [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)

**General qualifications**

Telephone 01223 553998

Facsimile 01223 552627

Email [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

**Head office**

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