

# Preparing for a Business Venture

**09896 – Preparing for a Business Venture Level 2 Award**

**09897 – Preparing for a Business Venture Level 2 Certificate**

**09898 – Preparing for a Business Venture Level 3 Award**

**09899 – Preparing for a Business Venture Level 3 Certificate**

## Introduction

OCR offers a suite of qualifications aimed at those candidates who may be considering a potential business idea. The qualifications are available at levels 2 and 3, in Award and Certificate, to tailor the learning to the individual, their needs and their educational and business requirements.

The **OCR Level 2 Award and Certificate in Preparing for a Business Venture** are aimed at those candidates who may be considering a potential business idea and are thinking of setting up their own business to deliver/create a product or service.

The **OCR Level 3 Award and Certificate in Preparing for 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.

# Aims

The **OCR Level 2 Award in Preparing for a Business Venture** aims to:

- Equip candidates with the ability to consider all aspects of setting up in business from a personal and practical perspective
- Equip candidates to consider the potential of their business idea and their own personal needs, as a business person working for themselves
- Ensure candidates are able to identify any training or personal development that they may require to set up their own business
- Equip candidates with the skills to investigate a business idea and start to define a market and customer base

## *In addition*

The **OCR Level 2 Certificate in Preparing for a Business Venture** aims to:

- Ensure candidates have an understanding of some of the more in-depth requirements for setting up in business, such as: legal structures and their implications, methods of selling, financial requirements, knowledge of attracting and retaining customers.

## Level 2 Unit Content

### **Unit 1 Considering a business idea**

Completion of this unit will help the candidate to identify a potential business idea and consider whether the idea is viable as a business venture.

### **Unit 2 Identifying personal development needs to start a business venture**

Completion of this unit will help the candidate to identify their reasons for wanting to start a business venture. It will provide candidates with an understanding of the skills and abilities required to set up a business, and allow them to identify their own strengths, weaknesses and training needs accordingly.

### **Unit 3 Identifying the resources and location for a business venture**

Completion of this unit will help the candidate to consider the needs of a new business and be able to identify the resources required to launch it.

### **Unit 4 Attracting customers through marketing**

Completion of this unit will support the development of skills needed to attract and retain customers in a competitive market, in order to sustain a planned level of business activity within a venture.

### **Unit 5 Investigating legal issues relating to a business venture**

Completion of this unit will enable the candidate to have a good, basic understanding of the different legal structures available and the implications these have on their own business venture, at start up and beyond. The candidate will also be able to demonstrate a basic awareness of legislation that applies to businesses generally and to their own business idea specifically.

### **Unit 6 Planning the financial management of a business venture**

Completion of this unit will support the development of skills 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.

### **Unit 7 Understanding selling within a business venture**

Completion of this unit will allow the candidate a good, basic understanding of what they are selling in their business venture, who their customer is and the different methods of selling available to them.

### **Unit 8 Importance of business plans**

Completion of this unit will allow the candidate to identify and explain the importance of a business plan for starting a business venture and how it may be used on an ongoing basis

## Level 3 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 business legislation**

This unit aims to support the understanding required of a business person with regards to 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 Planning the financial management of a business venture**

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 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 Understanding how to sell a product/service

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 Producing business plans for business ventures

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 Awards and Certificates in Preparing for a Business Venture are accredited on to the Qualifications Credit Framework (QCF) and are eligible for funding by the LSC.

For details on eligibility for public funding please refer to the following websites:

[www.dcsf.gov.uk/section96/](http://www.dcsf.gov.uk/section96/)

<http://skillsfundingagency.bis.gov.uk/>

## Qualification Structure

In order to achieve the OCR Level 2 Award in Preparing for a Business Venture candidates must achieve the three mandatory units for 9 credits.

In order to achieve the OCR Level 2 Certificate in Preparing for a Business Venture candidates must achieve a total of 15 credits. Three mandatory units (9 credits) plus a further two optional units (minimum of 6 credits) from those detailed.

The following tables contain the mandatory and optional units.

### Mandatory units

OCR Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
1	Considering a business idea	T/502/9949	3	2	23
2	Identifying personal development needs to start a business venture	K/502/9947	3	2	23
3	Identifying the resources and location for a business venture	M/502/9948	3	2	23

### Optional units

OCR Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
4	Attracting customers through marketing	K/502/9950	4	2	33
5	Investigating legal issues relating to a business venture	M/502/9951	3	2	28
6	Planning the financial management of a business venture	L/502/9956	4	2	33
7	Understanding selling within a business venture	Y/502/9958	3	2	28
8	Importance of business plans	A/502/9967	3	2	28

In order to achieve the OCR Level 3 Award in Preparing for a Business Venture candidates must achieve two optional units for 8 credits.

In order to achieve the OCR Level 3 Certificate in Preparing for a Business Venture candidates must achieve a total of 20 credits, completing all optional units.

### Mandatory units

OCR Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
1	Attracting customers through marketing	T/502/9966	4	3	38
2	Adhering to business legislation	Y/503/0057	4	3	38
3	Planning the financial management of a business venture	R/503/0073	4	3	38
4	Understanding how to sell a product/service	Y503/0060	4	3	38
5	Producing business plans for business ventures	H/503/0062	4	3	38

The following table contain the optional units.

## Optional units

OCR Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
1	Attracting customers through marketing	T/502/9966	4	3	38
2	Adhering to business legislation	Y/503/0057	4	3	38
3	Planning the financial management of a business venture	R/503/0073	4	3	38
4	Understanding how to sell a product/service	Y/503/0060	4	3	38
5	Producing business plans for business ventures	H/503/0062	4	3	38

Candidates may take additional optional units at either level if they desire to do so, for which they will achieve individual unit certificates.

## 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 above, meaning that the Award qualification will require approximately 69 glh and the Certificate 120 glh.

## Form of Assessment

These qualifications are available for registration through the named and unnamed route.

Each unit within the qualification is locally-assessed and OCR-moderated. Assessment takes the form of an OCR-set on-demand 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.

## Progression Routes

A candidate achieving an OCR qualification in Preparing for a Business Venture has the following progression routes available:

- Undertake further optional units at the same level which will allow for a greater breadth of understanding
- Undertake further business enterprise related qualifications eg OCR Level 3 Certificate in Preparing for a Business Venture, the OCR Level 3 Award in Business Enterprise.

Alternatively, candidates will have some of the essential skills and knowledge to equip them to produce the basis of a business plan or to start 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, 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 is 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)

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