

<b>Unit Title:</b>	Identifying personal development needs to start a business venture
OCR unit number	2
Ofqual reference number	K/502/9947
Level:	2
Credit value:	3
Guided learning hours:	23

## Unit purpose and aim

This unit will help the candidate to identify their personal reasons for wanting to start a business venture. They will gain an understanding of the skills and abilities required to set up a specific business, and identify their own strengths, weaknesses and training needs accordingly.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Understand motivations for starting business ventures</p>	<p><b>The Learner can:</b></p> <p>1.1 Explain personal motivations for starting a business venture</p> <p>1.2 Explain alternative employment options to starting a business venture</p>	<ul style="list-style-type: none"> <li>• The advantages and disadvantages of starting your own business eg you are your own boss, can do something you enjoy, financial security, stress</li> <li>• The effects this could have on your life and those close to you</li> <li>• Personal goals for starting your own business eg more leisure time, work less hours, legacy</li> <li>• Advantages and disadvantages of other jobs available to you, eg bricklayer, plumber, shop assistant</li> </ul>
<p>2 Understand how skills and abilities will support starting business ventures</p>	<p>2.1 Identify the skills required to run a specific start-up business venture</p> <p>2.2 Explain the importance of the skills required to run a specific start-up business venture</p>	<ul style="list-style-type: none"> <li>• The skills that would be required to successfully run your business, eg accountancy, project management, sales</li> <li>• The importance of these skills eg time, cost, efficiency, quality</li> </ul>

<p>3 Be able to assess own skills and abilities for starting business ventures</p>	<p>3.1 Assess own work experiences, personal interests and previous achievements that are relevant to setting up a specific start-up business venture</p> <p>3.2 Assess any training and personal development that may be needed for a specific start-up business venture</p> <p>3.3 Identify training and personal development needs for a specific start-up business venture</p>	<ul style="list-style-type: none"> <li>• Experiences, interests and achievements you have that might be relevant for your business eg worked in the sector, interest in gardening</li> <li>• The relevancy of these experiences</li> <li>• Training and personal development needed to set-up your business eg driving course, qualifications, direct selling</li> <li>• The importance of these needs eg qualification required to practice is very important</li> </ul>
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## Assessment

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This element is assessed by OCR set assignments that are centre assessed and externally moderated by OCR.

The candidate must be able to identify their motivations for starting a business and evaluate the personal development required.

The candidate must demonstrate a clear understanding of the skills they have acquired so far. Some tasks may require the additional completion of a witness statement. Where this is the case a form has been provided in the assignment booklet. This should be completed by the tutor/assessor.

Candidates must complete the tasks for all assessment criteria contained within the unit.

## Evidence requirements

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In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Candidates must complete the templates provided or where indicated either produce continuous prose in line with the indicated word limit or use another appropriate format.

In Learning Outcome 2, it is important to specify precise skills as against generic ones e.g. bookkeeping is precise whereas financial management is generic.

In Learning Outcome 3, candidates should be as precise as possible when identifying the experiences etc: this also applies to training and personal development.

## Guidance on assessment and evidence requirements

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Assessment will take the form of an OCR template assignment, which allows the candidate to evidence each assessment criteria. For each assessment criteria, OCR will also supply templates to aid centres in confirming that all aspects of the assessment have been completed and that relevant evidence is available.

A breakdown of the expected actions is provided in the candidate section of the assignments. Tutors should ensure that the knowledge, understanding and skills section is sufficiently covered, according to the criteria provided.

All aspects of the task, as laid out in the candidate section, should be completed before the work is submitted to OCR for moderation. Witness Statement Forms have been provided where required. The tasks should be assessed in the centre before the candidate's portfolio is presented to the OCR-appointed examiner-moderator.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

## National Occupational Standards (NOS) mapping/signposting

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**NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).**

Occupational standards	Unit number	Title
SFEDI	OP1	Review the skills the business needs
SFEDI	YS1	Explore your own business motives
SFEDI	YS2	Check your ability to run your business

## Functional skills signposting

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This section indicates where candidates may have an opportunity to develop their functional skills.

**Link to functional skills standards <http://www.gcda.gov.uk/15565.aspx>**

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening	✓	Representing	✓	Use ICT systems	✓
Reading	✓	Analysing	✓	Find and select information	✓
Writing	✓	Interpreting	✓	Develop, present and communicate information	✓

## Resources

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Candidates who wish to present their work electronically will require access to a computer with word processing software.

## Additional information

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In order for the candidate to achieve this unit the candidate must demonstrate an understanding of a new business's needs. The candidate will create elements of important information that can be added and developed into a business plan.

Further guidance is provided in the Notes for Tutors section of the assignment booklet.

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk) .