



**MEaP Academy Community Training and Institute (MaCTRI)**

*MACTRI Training Centre*

**Handbook for**

**Open Awards Certificate in Skills for**

**Business**

**2022**

## **Welcome to Open Awards Certificate in Skills for Business Course**

We are pleased that you have chosen to complete Certificate in Skills for Business with us on this practice based pathway.

You are enrolled on to Open Awards Certificate Skills in Business Level 2.

### **The main purpose of the programme**

To provide opportunities for budding entrepreneurs to reflect on options, opportunities and realities of self-employment in order to better make informed decision as to whether to pursue this route to employment, develop their business plan, to identify options for how money might be raised to support it.

### **The benefits of the course**

- Essential business start-up knowledge and skills
- Preparation of a viable and robust business plan
- Personal development support
- Business start-up support and advice
- Business start-up loan opportunity
- Recognised qualification and certificate
- It's free to attend

### **Course Delivery**

#### **How it is being delivered**

In 12 parts over 12 weeks of 6 hours per week guided study plus individual study of around an extra 3 hours per week

#### ***Delivery:***

Lectures, films, group activities, personal development and coaching.

#### ***Lesson plan (proposed):***

##### **Session 1:**

10am introduction, objectives, administration  
10.45am day's lecture/group work/exercises  
11.45am question and answer/discussion  
12.00pm one to one/activity logs  
12.00pm to 1.00pm Lunch  
1.00pm to 3.30pm Practical/Witness Activities  
3.30pm-Recap and Evaluation

##### ***Sessions 2-11:***

10am recap and activity report  
10.30am day's lecture/group work/exercises  
11.45am question and answer/discussion  
12.00pm one to one/activity logs  
1.00pm to 3.30pm Practical/Witness Activities  
3.30pm-Recap and Evaluation

##### ***Session 12:***

10am recap and activity report  
10.30am day's lecture/group work/exercises  
11.45am question and answer/discussion  
12.00pm final one to ones, activity logs and assessments  
1.00pm to 3.30pm Practical/Witness Activities  
3.30pm-Recap and Evaluation

**Assessment:**

Weeks 3, 6, 9 and 12

**Evidence materials:**

Use of workbooks, reflection journals and activity logs to help with understanding, personal development and business application.

**Lecture/talk:**

15-20 minutes talk-time inter spaced with practical group/twos activities related to the chosen topic areas.

**Benefits/advice/support:**

Available to all, including signposting to specialist advisers

**What happens at the end of the course?**

Continued coaching support for a period of time, face to face, or by phone or email.

Accreditation Achieved: Open Awards Certificate in Skills for Business (QCF)

**Curriculum Outline**

All sessions 10am – 4pm

Academic Tutors and others will be supporting the delivery of these sessions which are also subject to change.

**Learning Outcomes and Assessment Criteria****SME Start Up Programme-Accreditation Units and Pathways**

Open Awards Level 2 Certificate in Skills for Business (Non-Endorsed) (QCF)

To achieve the qualification students will need to complete 1 Mandatory Unit-3 credits, 1 Generic Option-3 credits, and 2 Specialist Units-10 credits. Unit descriptions below.

**Level 2****Summary**

Achievement at Level 2 reflects the ability to select and use relevant knowledge, ideas, skills and procedures to complete well-defined tasks and address straightforward problems. It includes taking responsibility for completing tasks and procedures and exercising autonomy and judgment subject to overall direction or guidance.

**Mandatory unit: 3 Credits**

- Interpersonal Skills
  
- To achieve this unit students will be required to:
- Describe your own strengths and show how these skills could be transferred to other roles
- Describe ways of improving your time management
- Describe real situations which illustrate confident behaviour

**Unit Title: Interpersonal Skills -Mandatory Unit**

**QAC Code: L/507/7358**

**Level: Level 2**  
**Credit Value: 3**

## **2 Learning Outcomes and Criteria**

### **1. Be able to identify personal skills.**

- 1.1 Describe own strengths and skills.
- 1.2 Describe how the identified strengths and skills could be transferred to different roles.
- 1.3 Describe ways of improving own time management.

### **2. Know about stress in self.**

- 2.1 Identify signs and symptoms of stress in self.
- 2.2 Describe strategies for managing own stress.

### **3. Know about different types of criticism.**

- 3.1 Describe different types of criticism.
- 3.2 Describe real situations showing the use of appropriate criticism.

### **4. Know about body language.**

- 4.1 Describe the application of body language in real situations.
- 4.2 Describe real situations which illustrate confident behaviour.

### **5. Know how to respond to different behaviours.**

- 5.1 Describe how to respond to: a) aggressive behaviour b) passive behaviour c) assertive behaviour

## **Unit Title: Developing Enterprise Skills-Generic-Option**

QAC Code: A/600/3721

Level: Level 2

Credit Value: 3

Learning Outcomes and Criteria

Learning Outcome (The Learner will): Assessment Criterion (The Learner can):

### **1. Be able to identify a viable product or service to market and sell.**

- 1.1 Describe the selected product or service and give reasons for choice.
- 1.2 Describe the target market for the product or service.
- 1.3 Describe the main competitors and assess risk.

### **2. Be able to plan an enterprise activity.**

- 2.1 Devise an action plan describing each stage of the enterprise activity.
- 2.2 Identify resources and set targets for completion.
- 2.3 Obtain feedback from others on plan and amend where appropriate.
- 2.4 Describe potential risks to the activity.

### **3. Be able to run an enterprise activity.**

- 3.1 Run the activity, putting the plan into action and monitoring at each stage.
- 3.2 Review the action plan, suggesting alternative ways to achieve objectives where necessary.

### **4. Be able to evaluate an enterprise activity.**

- 4.1 Describe the strengths and weaknesses of the enterprise activity and the impact these had on the success or failure of the activity.
- 4.2 Describe lessons learnt and how these would affect future enterprise activities undertaken.
- 4.3 Assess own role in the activity and identify skills and/or knowledge acquired and areas for own future development.

**Unit Title: Leadership and Management for Business - PA2-Specialist Unit**

**QAC Code: K/507/5293**

**Level: Level 2**

**Credit Value: 6**

**Learning Outcomes and Criteria**

Learning Outcome (The Learner will): Assessment Criterion (The Learner can):

**1. Understand the role and responsibilities of managers in business.**

- 1.1 Explain how a manager helps a business achieve its vision, mission and objectives.
- 1.2 Explain the responsibilities of a manager towards employees, customers and others.

**2. Understand the importance to business of effective leadership.**

- 2.1 Explain the key principles and characteristics of effective leadership in business.
- 2.2 Explain the impact of effective leadership on a business.

**3. Know about leadership and management styles for business.**

- 3.1 Describe different leadership styles.
- 3.2 Describe different approaches to management.
- 3.3 Outline the key differences between leadership and management in a business context.

**4. Be able to demonstrate leadership and management skills.**

- 4.1 Apply appropriate leadership and management skills to enable a team to achieve a goal.

**Unit Title: Understanding Marketing-PA4-Specialist Unit**

**QAC Code: R/506/3414**

**Level: Level 2**

**Credit Value: 4**

**2 Learning Outcomes and Criteria**

Learning Outcome (The Learner will): Assessment Criterion (The Learner can):

**1. Understand how marketing is planned in an organisation**

- 1.1 Describe what marketing is
- 1.2 Describe the structure of a marketing plan used in organisations

**2. Understand how customers can be segmented**

- 2.1 Describe consumer and business segmentation
- 2.2 Describe how to target a segment for marketing purposes

**3. Understand how to carry out market research**

- 3.1 Describe market research methods
- 3.2 Describe how to carry out market research

**4. Understand the marketing mix**

- 4.1 Identify the features and benefits of products and services
- 4.2 Describe approaches to pricing products and services
- 4.3 Identify channels or routes to market from production to consumption
- 4.4 Describe the elements of promotion mix

4.5 Describe the use of physical evidence

4.6 Describe how people add value to the customer experience

4.7 Identify how organisation processes create the overall customer experience

**Assessments and Submission Date:(s)**

**To be confirmed**

**Tutorials Dates by Appointment with Tutor –Times and dates provided throughout the course**

**The following policies are available from Reception**

- Access to Fair Assessment
- Enquiries & Appeals for candidates
- Complaints
- Equal Opportunities & Diversity
- Health & Safety
- IQA and Standardisation
- Recognising Prior Learning, Credit Transfer and Exemptions • Distribution of Certificates
- Safeguarding/Vulnerable Adults Policy
- Withdrawal of Course Policy

REVIEW

The effectiveness of this policy and associated arrangements will be reviewed annually under the direct supervision of the MaCTRI Head of Institute.

Date: April 2022

Review Date: April 2023