

**NCFE Level 3 Applied General Certificate in Business and Enterprise (601/8908/3)**

**Statement of authenticity**

Learner name:

Learner number:

Centre number:

Centre name:

**Signatures**

Learner: Date:

Tutor/Assessor: Date:

Internal Quality Assurer (IQA)\*: Date:

External Quality Assurer (EQA)\*: Date:

\* For completion if part, or all, of the evidence has been sampled by the Internal and/or External Quality Assurer

**About this qualification**

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| **Unit title and number** | **Mandatory/optional** | **Assessment** |
| Starting a business/enterprise T/508/4496 | Mandatory  | Internally and externally assessed |
| Research and analysis methods for business and enterprise (A/508/4497) | Mandatory | Internally and externally assessed |
| Marketing and promotion for business and enterprise (F/508/5120) | Mandatory | Internally and externally assessed |
| Management of people and operations for business and enterprise (J/508/4499) | Mandatory | Internally and externally assessed |
| Finance for business and enterprise (F/508/4498) | Mandatory | Internally and externally assessed |
| Produce a business plan for a business/enterprise (M/508/4500) | Mandatory | Internally assessed |
| Evaluate a business plan for a business/enterprise (T/508/4501) | Mandatory | Internally assessed |

To be awarded the **NCFE Level 3 Applied General Certificate in Business and Enterprise (601/8908/3)** you are required to successfully achieve **4 mandatory units**.

**Planning and tracking your assessment**

This tracker will help you to record the work you’ve done and the work you still need to do to finish your portfolio. You need to complete this tracker for each mandatory unit. In the evidence section, you should include the type of work you have produced (ie illustration, table, written work) and the portfolio page number.

It will also help your Teacher/Assessor, Internal and External Quality Assurers find their way around your portfolio so they can check it. Your Teacher/Assessor will make sure you’re completing your tracker correctly.

You and your Teacher/Assessor and/or an independent witness must sign and date the individual pieces of work in your portfolio. Once you’ve completed each unit, you must sign to say that the work is your own, or that you have referenced it if it is someone else’s work. Your Teacher/Assessor will then grade and sign the tracker, to show that they’re satisfied you’ve completed it correctly.

**Unit 01 Starting a business/enterprise (T/508/4496)**

**Learning outcome 1**

You will:

Understand how a business/enterprise is started

You must know about:

* innovation and invention
* small, medium and large businesses/enterprises
* business/enterprise legal structures
* legal implications of product/service
* business/enterprise aims and objectives
* stakeholders
* business/enterprise transaction models
* entrepreneurial characteristics and skills

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **innovation and invention** |  |  |
| **small, medium and large businesses/enterprises** |  |  |
| **business/enterprise legal structures** |  |  |
| **legal implications of product/service** |  |  |
| **business/enterprise aims and objectives** |  |  |
| **stakeholders** |  |  |
| **business/enterprise transaction models** |  |  |
| **entrepreneurial characteristics and skills** |  |  |

**Unit 01 Starting a business/enterprise (T/508/4496) (cont’d)**

**Learning outcome 1 (cont’d)**

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| **Grading Descriptors** |
| **NYA** | **Pass** | **Merit** | **Distinction** |
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| **IQA/EQA feedback**  |

**Unit 01 Starting a business/enterprise (T/508/4496) (cont’d)**

**Learning outcome 2**

You will:

Understand what should be included in a business plan

You must know about:

* the purposes of a business plan
* the sections of a business plan

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **the purposes of a business plan** |  |  |
| **the sections of a business plan** |  |  |

**Unit 01 Starting a business/enterprise (T/508/4496) (cont’d)**

**Learning outcome 2 (cont’d)**

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| **NYA** | **Pass** | **Merit** | **Distinction** |
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| **IQA/EQA feedback**  |

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**Unit:**

**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 02 Research and analysis methods for business and enterprise (A/508/4497)**

**Learning outcome 1**

You will:

Understand how businesses/enterprises conduct research to identify market orientation and types, and market profile, costs and growth opportunities

You must know about:

* research methods
* data collection methods
* orientation and market types
* market profile
* costs
* growth opportunities

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **research methods** |  |  |
| **data collection methods** |  |  |
| **orientation and market types** |  |  |
| **market profile** |  |  |
| **costs** |  |  |
| **growth opportunities** |  |  |

**Unit 02 Research and analysis methods for business and enterprise (A/508/4497) (cont’d)**

**Learning outcome 1 (cont’d)**

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**Unit:**

**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 02 Research and analysis methods for business and enterprise (A/508/4497)**

**Learning outcome 2**

You will:

Understand how businesses/enterprises analyse market data using different tools of analysis

You must know about:

* PEST analysis
* SWOT analysis
* market mapping

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **PEST analysis** |  |  |
| **SWOT analysis** |  |  |
| **Market mapping** |  |  |

**Unit 02 Research and analysis methods for business and enterprise (A/508/4497) (cont’d)**

**Learning outcome 2 (cont’d)**

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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 03 Marketing and promotion for business and enterprise (F/508/5120)**

**Learning outcome 1**

You will:

Understand the marketing mix, unique selling point (USP) and added value

You must know about:

* product/service
* place
* promotion
* price
* USP and added value

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **product/service** |  |  |
| **place** |  |  |
| **promotion** |  |  |
| **price** |  |  |
| **USP and added value** |  |  |

**Unit 03 Marketing and promotion for business and enterprise (F/508/5120) (cont’d)**

**Learning outcome 1 (cont’d)**

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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 03 Marketing and promotion for business and enterprise (F/508/5120)**

**Learning outcome 2**

You will:

Understand how a business/enterprise creates a promotional campaign

You must know about:

* planning a campaign
* promotional objectives
* above- and below-the-line promotional methods
* promotional mix
* promotional budget
* measuring success

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **planning a campaign** |  |  |
| **promotional objectives** |  |  |
| **above- and below-the-line promotional methods** |  |  |
| **promotional mix** |  |  |
| **promotional budget** |  |  |
| **measuring success** |  |  |

**Unit 03 Marketing and promotion for business and enterprise (F/508/5120) (cont’d)**

**Learning outcome 2 (cont’d)**

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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 04 Management of people and operations for business and enterprise (J/508/4499)**

**Learning outcome 1**

You will:

Understand the organization and management of people and operations for business/enterprise

You must know about:

* mission statements; vision statements; company values
* organisational culture
* leadership and management
* motivation
* organizational structures and features
* operational considerations

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **mission statements; vision statements; company values** |  |  |
| **organisational culture** |  |  |
| **leadership and management** |  |  |
| **motivation** |  |  |
| **organisational structures and features** |  |  |
| **operational considerations** |  |  |

**Unit 04 Management of people and operations for business and enterprise (J/508/4499)**

**Learning outcome 1 (cont’d)**

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| **Grading Descriptors** |
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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 04 Management of people and operations for business and enterprise (J/508/4499)**

**Learning outcome 2**

You will:

Understand staff recruitment

You must know about:

* types of employment
* methods of remuneration
* legal considerations

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **Types of employment** |  |  |
| **Methods of remuneration** |  |  |
| **Legal considerations** |  |  |

**Unit 04 Management of people and operations for business and enterprise (J/508/4499)**

**Learning outcome 2 (cont’d)**

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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 04 Management of people and operations for business and enterprise (J/508/4499)**

**Learning outcome 3**

You will:

Understand stages in the recruitment process

You must know about:

* recruiting for a business or enterprise

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **recruiting for a business or enterprise** |  |  |

**Unit 04 Management of people and operations for business and enterprise (J/508/4499)**

**Learning outcome 3 (cont’d)**

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| **Grading Descriptors** |
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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 05 Finance for business and enterprise (F/508/4498)**

**Learning outcome 1**

You will:

Understand the main financial considerations when starting and running a business/enterprise

You must know about:

* sources of finance
* revenue
* start-up and running costs
* break-even
* assets, liabilities and capital
* cash flow
* accounting regulations (HMRC)

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **sources of finance** |  |  |
| **revenue** |  |  |
| **start-up and running costs** |  |  |
| **break-even** |  |  |
| **assets, liabilities and capital** |  |  |
| **cash flow** |  |  |
| **accounting regulations (HMRC)** |  |  |

**Unit 05 Finance for business and enterprise (F/508/4498) (cont’d)**

**Learning outcome 1 (cont’d)**

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| **Grading Descriptors** |
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**Learning outcome:**

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| **Grading Descriptors** |
| **NYA** | **Pass** | **Merit** | **Distinction** |
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| **IQA/EQA feedback**  |

**Unit 05 Finance for business and enterprise (F/508/4498)**

**Learning outcome 2**

You will:

Understand the financial documents to include in a business plan

You must know about:

* a projected income statement (profit and loss account)
* a projected statement of financial position (balance sheet)
* financial ratios (profitability and liquidity)
* cash flow forecasts
* break-even charts

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **a projected income statement (profit and loss account)** |  |  |
| **a projected statement of financial position (balance sheet)** |  |  |
| **financial ratios (profitability and liquidity)** |  |  |
| **cash flow forecasts** |  |  |
| **break-even charts** |  |  |

**Unit 05 Finance for business and enterprise (F/508/4498) (cont’d)**

**Learning outcome 2 (cont’d)**

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**Unit:**

**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 05 Finance for business and enterprise (F/508/4498)**

**Learning outcome 3**

You will:

Understand the financial documents to include in a business plan

You must know about:

* internal influences
* external influences
* the impact of internal and external influences

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **internal influences** |  |  |
| **external influences** |  |  |
| **the impact of internal and external influences** |  |  |

**Unit 05 Finance for business and enterprise (F/508/4498) (cont’d)**

**Learning outcome 3 (cont’d)**

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**Unit:**

**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 06 Produce a business plan for a business/enterprise (M/508/4500)**

**Learning outcome 1**

You will:

Produce a business plan for an idea

You must demonstrate:

* selection of a business/enterprise idea
* selection of aims and objectives for a business/enterprise
* research skills
* analysis skills
* collection of data
* calculating and interpreting financial data

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **selection of a business/enterprise idea** |  |  |
| **selection of aims and objectives for a business/enterprise** |  |  |
| **research skills** |  |  |
| **analysis skills** |  |  |
| **collection of data** |  |  |
| **calculating and interpreting financial data** |  |  |

**Unit 06 Produce a business plan for a business/enterprise (M/508/4500) (cont’d)**

**Learning outcome 1 (cont’d)**

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| **Grading Descriptors** |
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| **IQA/EQA feedback**  |

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**Unit:**

**Learning outcome:**

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| **IQA/EQA feedback**  |

**Unit 07 Evaluate a business plan for a business/enterprise (T/508/4501)**

**Learning outcome 1**

You will:

Review a business plan

You must demonstrate:

* the presentation of the business plan
* strengths and weaknesses of the market research methodology
* application of appropriate theories and techniques
* feasibility of the idea

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| **You must know about:** | **Location of evidence (eg hyperlink/portfolio page number and type)** | **Link your assessment task here** |
| **The presenation of the business plan** |  |  |
| **Strengths and weaknesses of the market research methodology** |  |  |
| **Application of appropriate theories and techniques** |  |  |
| **Feasibility of the idea** |  |  |

**Unit 07 Evaluate a business plan for a business/enterprise (T/508/4501) (cont’d)**

**Learning outcome 1 (cont’d)**

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**Learning outcome:**

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| **IQA/EQA feedback**  |

**Declaration**

Sign this statement **only** if you have made revisions to your work after External Quality Assurance.

I confirm that the revisions I have made to this unit shown on page 9 are all my own work.

**Candidate signature:**

**Date:**

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| Teacher/Assessor comments: (please continue overleaf if necessary) If appropriate, please comment on any work which has been revised/redrafted.  |

**I confirm I have graded this work against the grading descriptors for the qualification.**

**Overall unit grade:**

**Date submitted on the Portal:**

**Teacher/Assessor Name:**

**Signature:**

**Date:**