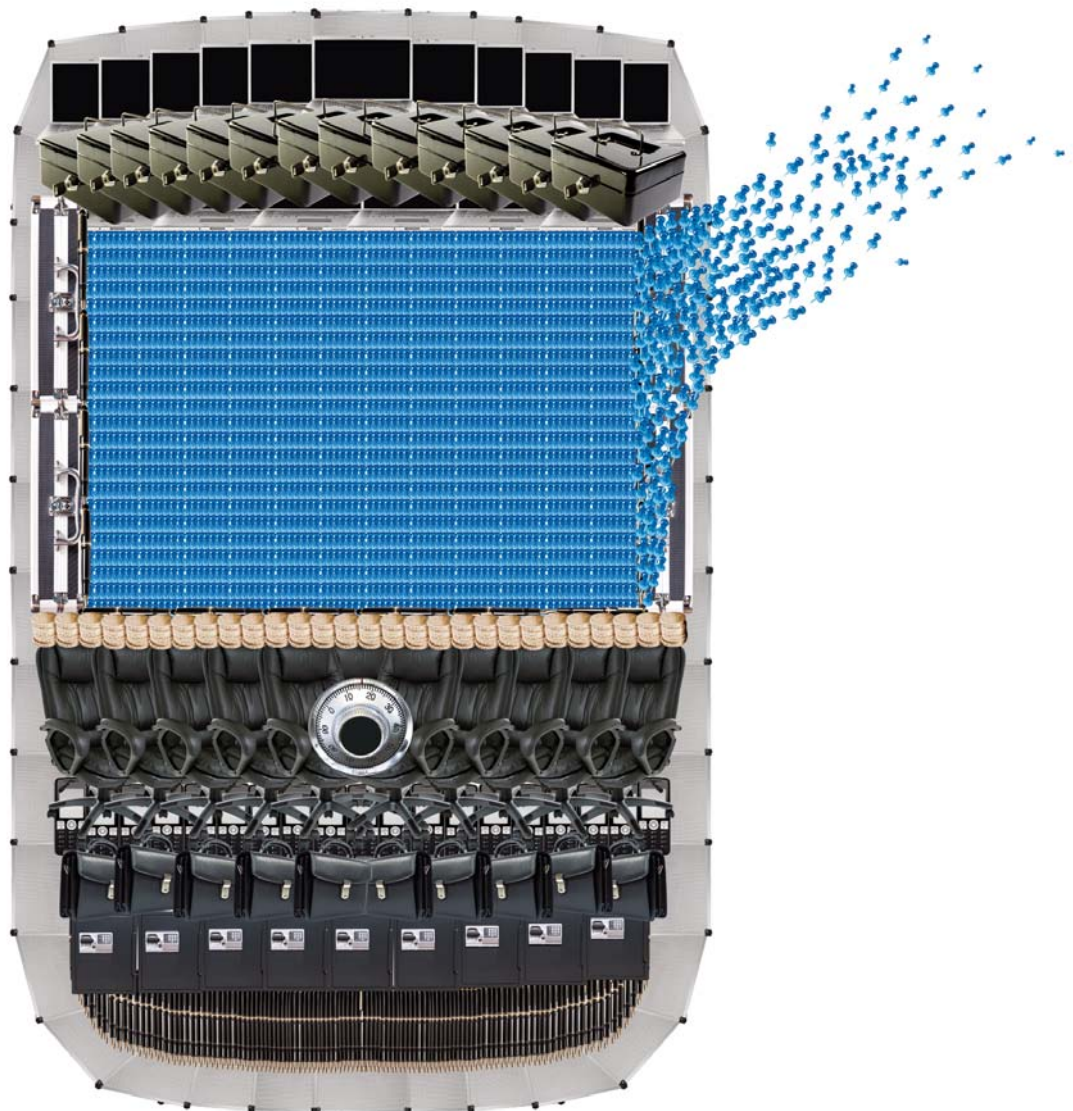


## INFORMATION FOR TEACHERS

### UNIT 1 - BUSINESS ENTERPRISE



**Sample assessment material - information for teachers**

**This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.**

**Overview**

The brief for this assignment involves learners developing a business idea based on the uses to which a local vacant shop premises could be put.

The learners will then present their idea to a panel of “Dragons” and receive feedback.

**Time**

Learners will have a total of up to 15 hours to complete this assignment. The following amounts of time are recommended for each task:

Task 1 - 5 hours (of which 2 hours will be needed to complete the written parts of the assessment)

Task 2 - 5 hours (of which 2 hours will be needed to complete the written parts of the assessment)

Task 3 - 5 hours

**Resources**

If information from websites is required by learners, it is strongly recommended that this information is pre-selected and printed off by the teacher and given to the learner with the Assignment Brief.

Learners should be encouraged to visit the BBC Dragons’ Den website at [www.bbc.co.uk/dragonsden](http://www.bbc.co.uk/dragonsden)

In order that learners can develop a business idea the teacher should identify a local vacant business premises and provide rental information.

**Supervision**

Learners will need to be supervised when:

- Writing up their assignment
- Conducting questionnaires
- Making a “pitch” to prospective investors

**Collaboration**

Learners may collaborate when designing and conducting questionnaire research on uses for shop premises

**Roles**

A Dragons’ Den panel needs to be arranged to provide feedback on learner’s initial ideas for the vacant shop. The panel will comprise of three members including the group teacher.

The teacher will play the role of the chair person of the panel for the purposes of this assessment and will also prove a witness statement for the learner’s performance during the Dragons’ Den presentation.

**Marking**

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	<b>0 to 3 marks</b>	<b>4 to 6 marks</b>	<b>7 to 9 marks</b>
1 Know how to generate and select product ideas for development	Identified market needs and customer preferences with limited accuracy; demonstrated aspects of generating and selecting potentially viable product ideas.	Identified market needs and customer preferences with accuracy; generated and selected product ideas which are potentially viable.	Identified market needs and customer preferences with accuracy, using this information to demonstrate all stages of generating and selecting potentially viable product ideas.
	<b>0 to 5 marks</b>	<b>6 to 10 marks</b>	<b>11 to 15 marks</b>
2 Be able to use simple market research to modify the business idea	Used simple market research to test ideas on potential customers, with limited success.	Used simple market research to test ideas on potential customers, with sound results.	Used simple market research proficiently to test ideas on potential customers, with sound results.
	Briefly recorded changes to the business idea based on key findings.	Briefly recorded how findings modified the business idea, showing the link between the findings and the changes.	Recorded in detail how the key findings modified the business idea, showing valid links between the findings and the changes.
	<b>0 to 3 marks</b>	<b>4 to 6 marks</b>	<b>7 to 9 marks</b>
3 Know how to implement the business idea	Promoted a product to a target market with limited success, showing the use of ICT.	Promoted a product to a target market, making successful use of ICT.	Promoted a product to a target market in a persuasive manner, showing proficiency in the use of ICT.
	Outlined aspects of the business launch.	Outlined how the business idea will be launched, with some details.	Offered a detailed outline, using specific examples, of how the business idea will be launched.
	<b>0 to 5 marks</b>	<b>6 to 10 marks</b>	<b>11 to 15 marks</b>
4 Be able to communicate the merits of the business idea to prospective investors	Briefly outlined merits of the business idea and attempted to influence prospective investors.	Broadly outlined the merits of the business idea, presenting a case for action in order to influence prospective investors.	Outlined, using specific examples, the merits of the business idea, presenting a persuasive case for action in order to influence and negotiate with prospective investors.

## Sample assessment material – information for learners

### Assignment overview

In this assignment you will generate ideas as to what business use a vacant shop can be put to. You will market research your ideas and make presentation of these ideas to a team of “Dragons”.

You will be required to:

- Design and carry out a questionnaire with members of your class
- Develop and choose viable business ideas
- Market research your idea
- Present an idea for a plan to a panel of prospective investors

### Time

You will have 15 hours to complete the assessment. The following amounts of time are recommended for each task:

Task 1 - 5 hours (of which 2 hours will be needed to complete the written parts of the assessment)

Task 2 - 5 hours (of which 2 hours will be needed to complete the written parts of the assessment)

Task 3 - 5 hours

### Roles

Your teacher will play the role of the chairperson of a panel of “Dragons” and will assess your work.

### Assignment Brief

## DRAGONS' DEN



The BBC television programme Dragons' Den has been very successful. It has made the viewing public interested in entrepreneurs and excited by entrepreneurs “pitching” their new products.

This assignment has a Dragons' Den theme where you will decide on a business idea, use market research to develop the idea and pitch your idea to a team of Dragons.

Before you can enter the Dragons' Den you will need to have a business idea to “pitch”.

You have heard that there is an empty shop in your local high street you need to decide what the empty shop could be used for.

When you have decided this you need funding to help you open for business; this is where the “Dragons” can help. The “Dragons” have money to invest in the right business ideas. You will make your “pitch” to see if they will invest.

## Tasks

### 1. Generating business enterprise ideas.

You will work in a team to develop a questionnaire to be used to survey shoppers as to the possible uses to which a local vacant shop could be put.

Individually you will use this and other research to

- Identify uses to which the empty shop could be put.
- Select and compare the three most viable alternative uses to which the empty shop could be put.
- Select and justify the most viable alternative

Once you have done this write a short report explaining what your business proposal is and why you have chosen it as opposed to the other alternatives.

### 2. Developing the business enterprise idea

Now that you know what your business idea is you need to develop the idea into a business proposal for example if you had decided on hairdressers as your business idea, what type of hairdressers will it be for? Females? Males? Unisex? Designer? Mobile? etc.

Market research your product and produce a proposal describing of your idea for the shop and explain why it would be successful. Your proposal should be no more than 4 pages of A4 long and can include relevant pictures, charts and diagrams.

### 3. The Dragons’ Den

Individually you will have 5 minutes to make a PowerPoint presentation to the “Dragons” and five minutes to answer questions about your plan for the shop.

You need to keep your notes of the presentation and you will need to produce a record of how the presentation went including the suggestions that you made.

Your teacher will provide a witness statement about your presentation.