

BUSINESS AND MANAGEMENT

short courses



Entrepreneurship

Awarding organisation: ATHE

Unit level: 4

Unit code: H/617/1157

GLH: 60

Credit value: 15

Unit grading structure: Pass/Merit/Distinction

Assessment guidance: In order to achieve this unit learners must produce work which demonstrates achievement of the learning outcomes at the standards provided by the assessment criteria, using relevant examples to illustrate their work. In order to achieve L03 and L04 learners are required to provide evidence to show that they are able to do what is stated in the learning outcomes.

Unit aims

To provide the learner with an understanding of entrepreneurship in business, the skills and qualities needed by a successful entrepreneur and the roles an entrepreneur plays in starting and developing businesses. The learner will develop skills in evaluating possible new business ventures and will be able to prepare for a new business venture.

Learning outcomes The learner will:	Assessment criteria The learner can:		
	Pass	Merit	Distinction
1. Understand entrepreneurship in business	1.1 Analyse the entrepreneurial lifecycle 1.2 Evaluate how entrepreneurship is encouraged and supported in different countries	1 M1 Analyse the impact of entrepreneurship on the economy	
2. Understand the skills and qualities of a successful entrepreneur	2.1 Analyse the different types of entrepreneur 2.2 Analyse the combination of personal skills and qualities in entrepreneurs which distinguish them from other managers in Organisations		
3. Be able to evaluate the viability of a new entrepreneurial idea.	3.1 Propose and justify a range of new entrepreneurial ideas for further development 3.2 Assess the application of a model/theory of innovation for new business opportunities		3 D1 Justify the recommendation to develop a workable new business venture
4. Be able to prepare for a new business venture.	4.1 Analyse the component parts of an effective business start-up plan	4 M1 Analyse brand development and promotion aspects of launching an effective new business venture	4 D1 Develop a start-up plan for a chosen new business venture