

OCN LONDON

QUALIFICATION GUIDE

Level 3 Certificate in Creating and Sustaining a Business



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OCNLR Level 3 Certificate in Creating and Sustaining a Business
Qualification No: 600/8680/4

OCN London aims to support learning and widening opportunities by recognising achievement through credit-based courses and qualifications, promoting high standards of excellence and inclusiveness.

We are proud of our long-term role and unique history in providing, innovative learning solutions for a wide range of learners and particularly those who have not previously benefitted from education.

At the heart of what OCN London offers is:

- a commitment to inclusive credit-based learning;
- the creative use of credit with responsive, demand-led qualification development;
- high quality service and support;
- respect for and encouragement of diversity – in learners and learning approaches, partners and settings;
- the development of people, capacity and resources that will ensure effective business partnerships.

To navigate within this Qualification Guide

To locate a section in this electronic guide, click on the heading in the table of contents, on page 4. To return to the contents page, click again on any major heading within the document. Users can of course also scroll through pages in the usual way.

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General Information

This qualification guide contains details of everything you need to know about the [OCNLR Level 3 Certificate in Creating and Sustaining a Business](#). It makes reference to the curriculum areas covered, identifies the learners for whom the qualification has been developed and specifies the rules of combination for achievement of the qualification. The guide also covers important aspects of assessment and moderation that are particular to this qualification. The guide should be used by all involved in the delivery and assessment of the qualification.

The Curriculum and Relationship Development Manager (CRDM) for your Centre will provide support and advice on how to seek approval to offer this qualification. Please contact the main switchboard for the name of your CRDM if you do not already know it. If you are not yet an OCN London Approved Centre but wish to use this qualification, please contact the administrative team at OCN London for details of the Centre Approval application process.

Qualification Overview

The **OCNLR Level 3 Certificate in Creating and Sustaining a Business** has been developed in consultation with the Adult Enterprise Partnership, a group of experienced business advisers, colleges and adult community learning providers. This qualification is one of a suite of qualifications that have been designed to provide support to people who are in the process of creating, launching, sustaining and growing a new business and has been designed also to serve as a progression from the OCNLR Level 2 Certificate in First Steps to Enterprise.

The **OCNLR Level 3 Certificate in Creating and Sustaining a Business** will support learners with the acquisition of the key knowledge and skills necessary to support the sustainable creation and development of a business. The teaching and assessment methodology for this qualification is based on the premise of direct relation to the learner's own business.

The **OCNLR Level 3 Certificate in Creating and Sustaining a Business** is regulated by Ofqual, the qualifications regulator for England, and is registered on the Regulated Qualifications Framework (RQF).

Qualification details

The **OCNLR Level 3 Certificate in Creating and Sustaining a Business** is available at Level 3 only.

Level 3 Certificate

- Qualification Number: 600/8680/4
- Qualification credit value: 27
- Operational start date: 1st April 2013
- Review date: 31st December 2022
- Guided Learning Hours (GLH): 145
- Total Qualification Time (TQT): 270 hours
- Assessment requirements: internally assessed, internally and externally moderated.

Purpose of the qualification

The purpose of the OCNLR **Level 3 Certificate in Creating and Sustaining a Business** is to provide a framework of learning for adult entrepreneurs to support to create, grow and sustain a business.

The three mandatory units in this qualification will support learners to prepare and implement a business plan, forecast income and expenditure of their business, select an appropriate financial monitoring system, understand their position regarding HMRC, establish a pricing structure and use branding to position a product or service in the market.

The optional units then offer the learners a broad range of knowledge and skills, covering areas such as selecting a business model, launching and managing an on-line business,

using social media for marketing and promotion, health and safety, business legislation, business presentation skills and recruiting employees.

Who the qualification is for

The **OCNLR Level 3 Certificate in Creating and Sustaining a Business** is suitable for anyone who considers themselves to have a viable business idea and needs support in taking the idea forward to establish, and ensure the sustainability of, a registered business. Learners may be progressing from the OCNLR Level 2 Certificate in First Steps to Enterprise.

Entry guidance

The minimum age for access to the qualification is 16 years.

Progression and related qualifications

This qualification is one of a suite of OCN London qualifications to support enterprise development, with a view to providing grounding in the knowledge and skills needed to be successful in setting up and running a business.

Structure of the Qualification

Rules of combination for achievement

The [OCNLR Level 3 Certificate in Creating and Sustaining a Business](#) comprises three mandatory units and a number of optional vocational units. Learners must achieve 27 credits in total:

- 9 credits from the mandatory units;
- the remaining 18 credits from the optional vocational units.

Qualification units

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
K/504/0401	AE5/3/LQ/001	Branding and Selling a Product or Service	3	3	15
K/504/0348	AB1/3/LQ/005	Finances for a New Business	3	3	20
J/504/0325	AB1/3/LQ/006	Preparing a Business Plan	3	3	20
Optional Group					
H/504/0123	AB1/3/LQ/001	Creating a Social Enterprise	3	3	15
A/504/0323	AB1/3/LQ/004	Deciding on a Business Model for a Product or Service	2	3	14
M/504/0724	AE4/3/LQ/001	Designing a Service of Saleable Quality	3	3	15
K/504/0124	AB1/3/LQ/002	Developing Social Enterprise for a Public Sector Service	3	3	15
J/504/8618	AE5/3/LQ/008	Digital Content Creation and Management for Social Media Marketing	4	3	30
H/504/2177	AF3/3/LQ/001	Giving a Business Presentation	2	3	14
L/504/2173	AE5/3/LQ/003	Launching an Online Business	3	3	15
K/504/0723	AE4/3/LQ/002	Making a Product of Saleable Quality	3	3	15
J/504/2172	AE5/3/LQ/004	Managing an Online Store	3	3	15
R/504/2174	AG8/3/LQ/001	Managing Health and Safety Risks in a Business	2	3	10
K/504/2178	AG6/3/LQ/001	Project Management for a Business	3	3	15
T/504/0403	AE5/3/LQ/002	Purchasing and Managing supplies for a Business	3	3	15
M/504/2179	AJ4/3/LQ/001	Recruiting Employees	3	3	15
Y/504/2175	AF2/3/LQ/001	Self-Development for Business Sustainability and Growth	3	3	15
T/504/0725	AE5/3/LQ/003	Showcasing a Product or Service	3	3	15
M/504/0125	AB1/3/LQ/003	Social Enterprise for Voluntary Organisations and Charities	3	3	15
H/504/2180	AE5/3/LQ/006	Sub-Contracting Work	3	3	21

K/504/2181	AE5/3/LQ/007	Tendering for Work	2	3	12
L/504/0326	AB1/3/LQ/007	Trading in Overseas markets	4	3	24
D/504/2176	AF2/3/LQ/002	Updating Knowledge of Current Business Legislation	3	3	15
F/504/2171	AE5/3/LQ/005	Website Fundamentals for a Business	3	3	15

For unit content please click the Ofqual Unit Reference Number

Assessment and Moderation

Assessment process

The assessment process for this qualification is as follows:

- the learners are assessed through activities that are internally set by tutor/assessors;
- the activities must be designed to enable learners to meet the assessment criteria of the unit;
- learners' portfolios of assessed evidence must be internally moderated at the Centre;
- the portfolios of assessed evidence will be externally moderated by an OCN London External Moderator.

There is no additional external assessment for this qualification.

Devising assessments

Each unit has a supplementary page with suggestions for the types of assessment activities that can be used to assess learners against the unit. Tutor/assessors should refer to this page before devising assessment tasks.

OCN London assessment guidance relevant to the units in the qualification is in the [OCNLR Assessment Guidance and Ofqual Level Descriptors](#) section of this qualification guide. The guidance includes a general description of the activity and the type of evidence that is appropriate. The activity or activities set must enable the learners to meet the standards detailed in the assessment criteria. Please contact OCN London for further guidance on devising appropriate assessments.

Centre-devised assessments should be scrutinised by the Internal Moderator before use to ensure that they are fit for purpose. Centre-devised assessments will be scrutinised by the External Moderator to ensure reliability and validity of assessment.

Marking assessment activities

Each activity must be marked against the identified assessment criteria in the unit and judged to be either achieved or not achieved.

Tutor/assessors need to ensure that the work in a learner's portfolio is:

- authentic – it is the result of the learner's own performance or activity;
- sufficient – enabling the tutor/assessor to make a consistent and reliable judgement;
- adequate – appropriate to the level.

Where a series of activities are set, learners must demonstrate the achievement of the required standard identified in the assessment criteria in all activities. All the assessment criteria in a unit must be met before the unit is deemed achieved.

The unit achievement is not graded. Units are either achieved or not achieved.

Standardisation

Standardisation is a process that promotes consistency in the understanding and application of standards in relation to assessment. It:

- compares assessment judgements from different tutor/assessors;
- promotes consistent judgements by different tutor/assessors;
- identifies good practice in assessment;
- promotes the sharing of good practice in assessment between Centre staff.

Standardisation events should be held periodically within Centres to ensure consistent and effective assessment practice. Standardisation events may also be held by OCN London and it is a requirement that each Centre offering units from the qualification must contribute assessment materials and learners' evidence for standardisation, if requested.

OCN London will notify Centres of the required sample for standardisation purposes and assessment materials, learners' evidence and tutor/assessor feedback may be collected by External Moderators.

Learners with particular requirements

If learners have particular requirements the Centre should refer to the [Access to Fair Assessment Policy and Procedure](#) which gives clear guidance on the reasonable adjustments and arrangements that can be made to take account of disability or learning difficulty, without compromising the achievement of the assessment criteria.

Requirements for tutor/assessors

To be sufficiently competent

In addition to being qualified to make assessment decisions, each tutor/assessor must be capable of carrying out the full requirements within the competency of the units they are assessing. This competence should be maintained annually through clearly demonstrable continuing learning and professional development.

Expert witnesses can be used where they have suitable expertise for specialist areas. The use of expert witnesses should be determined and agreed by the tutor/assessor.

To be sufficiently knowledgeable

Each tutor/assessor should possess relevant knowledge and understanding of the subject and so be able to make robust and reliable assessment decisions in relation to the subject.

OCNLR Assessment Guidance and Ofqual Level Descriptors

For OCN London's Assessment Guidance and Ofqual's Level Descriptors relevant to this qualification, please click on the link below.

[Level 3 Assessment Guidance and Ofqual's Level Descriptors](#)

About OCN London

OCN London is a well-established national awarding organisation with over 25 years' experience in accrediting learning. We are a not-for-profit organisation with charitable status, dedicated to widening participation in learning and training, social inclusion and employability. We are also a market leader in the recognition of achievement through credit-based units and qualifications. Based in London, we work with Centres both across the UK and abroad, offering national qualifications and accredited programmes.

Our mission is to provide opportunities for people from across society to benefit from learning, particularly those who have not previously benefitted from education.

Why work with us?

- We are agile and responsive. This means you will get a personal service with direct access to a named contact and a quick turnaround.
- We pride ourselves on our close relationships with Centres. The people we work with see us as a trusted partner, not just a supplier.
- We want to help you secure the best from your learners and employees.
- We have a reputation for high quality. The OCN London brand carries national recognition and kudos.
- We are flexible and recognise the importance of accommodating the needs of different learners and different learning styles.
- We offer exceptional value for money. Just ask the people we work with.
- We are committed to the belief that learning can change lives.

OCN London is regulated by Ofqual and the Quality Assurance Agency for Higher Education.

If you would like to deliver this qualification, please contact our Curriculum Development Team on **020 7689 5867**.

For further information call **020 7278 5511**. E: enquiries@ocnlondon.org.uk

Or visit our website: www.ocnlondon.org.uk



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