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**LEVEL 4 AWARD/CERTIFICATE/DIPLOMA
IN
BUSINESS FOR CREATIVE
PRACTITIONERS**

UNITS AND RULES OF COMBINATION

About ABC Awards

ABC Awards (ABC) is one of the largest vocational awarding bodies in the United Kingdom with an established reputation for quality and customer service. ABC is recognised by the regulatory authorities. ABC is a Component Awarding Body (CAB) for 14-19 Diplomas.

The ABC portfolio of qualifications includes National Vocational Qualifications (NVQs) and Vocationally Related Qualifications (VRQs).

ABC's VRQs may also be

- Technical Certificates
- Additional and/or Specialist Learning for the 14-19 Diplomas
- Included within one of more of the four Foundation Learning Tier Progression Pathways

ABC's national operation is supported through its regional offices which provide support to centres and a full range of assessment services. ABC has a team of dedicated staff who can offer advice and guidance on the full Portfolio, Examination and Moderation services including e-Assessment offered by ABC, as well as the full range of ABC training events and conferences. The team is committed to helping you in the way that suits your requirements and is available to visit you at your convenience.

ABC encourages centres to use its on-line registration service. Registration facilities are available through our web site – <http://www.abcawards.co.uk/secure/register.php>

Sources of Additional Information

The ABC web site www.abcawards.co.uk provides access to a wide variety of information.

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Information in this publication is correct at time of going to press but may be subject to change. Any amendments will be published on our web site and centres are encouraged to check this site regularly.

Qualification Summary

ABC Awards Level 4 Award/Certificate/Diploma in Business for Creative Practitioners

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| Qualifications | |
| <p>ABC Level 4 Diploma in Business for Creative Practitioners ABC Level 4 Certificate in Business for Creative Practitioners ABC Level 4 Award in Business for Creative Practitioners</p> | |
| Assessment | Internal assessment, internal and external moderation |
| Grading | Pass |
| Progression | <p>The ABC Level 4 Business for Creative Practitioners qualifications will provide guidance on business operations and management within the creative industries. It is expected that learners will usually take this qualification after completing a course in higher education.</p> <p>Centres should be aware that reasonable Adjustments which may be permitted for assessment may in some instances limit a learner's progression into the sector. Centres must, therefore, inform learners of any limits their learning difficulty may impose on future progression</p> |
| Accreditation Start Dates | Award: 01/03/2010 Certificate: 01/01/2010 Diploma: 01/09/2008 |
| Accreditation End Dates | 31/12/2014 |
| Certification End Date | 31/12/2017 |
| ABC Sector | Business |
| QCA Tier 2 Sector | 09.2 Crafts, Creative Arts and Design |
| Support from sector bodies | Skillfast-UK |
| ABC Administering Office | <p>Additional guidance and advice to support these qualifications and units is freely available to approved ABC centres.</p> <p>See ABC web site for contact details of the administering office</p> |

Level 4 Award in Business for Creative Practitioners

Rules of Combination: Learners must achieve a minimum of 6 credits and a maximum of 12 credits from the unit(s) in the optional group.

| Unit | Level | Credit Value | GLH | Page No. |
|---|-------|--------------|-----|----------|
| Option Units | | | | |
| BFD 01 Strategic Marketing Planning Skills within the Design and Creative Industries [J/501/8387] | 4 | 6 | 40 | 5 |
| BFD 02 Business Planning and Financial Projections in the Design and Creative Industries [L/501/8388] | 4 | 8 | 60 | 7 |
| BFD 03 Design Development, Creativity and Business Development [R/501/8389] | 4 | 6 | 40 | 9 |
| BFD 04 Leadership and People Management in the Design and Creative Industries [J/501/8390] | 4 | 6 | 40 | 11 |
| BFD 05 Intellectual Property Management in the Design and Creative Industries [L/501/8391] | 4 | 7 | 50 | 13 |
| BFD 06 Design Project Management for Creative Practitioners[R/501/8392] | 4 | 6 | 40 | 15 |
| BFD 07 Doing Business Globally [Y/501/8393] | 4 | 7 | 50 | 17 |
| BFD 08 Finance for Designers and Creatives [D/501/8394] | 4 | 12 | 90 | 19 |

Numbers in box brackets indicate QCA unit Number

If learners achieve credits from units of the same title (or linked titles) at more than one level, they cannot count credits achieved from both units towards the credit target of a qualification

| Entry Requirements | Pre 16 | 16 – 18 | 19 + | Ü |
|----------------------------------|--|---------|------|---|
| Section 96/97: | | | | |
| LSC Qualification Code | 500/8382/X | | | |
| Recommended GLH | 40-90 | | | |
| Points Score | See ABC web site / Qualifications Directory | | | |
| Contribution to Threshold | See ABC Qualifications Directory | | | |
| ASL Option | N/A | | | |
| Foundation Learning | N/A | | | |
| Type of Funding Available | See LAD (Learning Aims Database) | | | |
| Minimum Qualification Fee | See ABC web site for current fees and charges | | | |
| Unit Fee | Unit fees are based upon a unit's individual credit value. Please see the ABC web site for the current fee charged per credit. | | | |
| Additional Information | Please see ABC web site for qualifications that are eligible for Credit Transfer/APL/Exemption This could also include information about Technical Certificates/Apprenticeships | | | |

Level 4 Certificate in Business for Creative Practitioners

Rules of Combination: Learners must achieve a minimum of 13 credits and a maximum of 36 credits from the units in the optional group.

| Unit | Level | Credit Value | GLH | Page No. |
|---|-------|--------------|-----|----------|
| Option Units | | | | |
| BFD 01 Strategic Marketing Planning Skills within the Design and Creative Industries [J/501/8387] | 4 | 6 | 40 | 5 |
| BFD 02 Business Planning and Financial Projections in the Design and Creative Industries [L/501/8388] | 4 | 8 | 60 | 7 |
| BFD 03 Design Development, Creativity and Business Development [R/501/8389] | 4 | 6 | 40 | 9 |
| BFD 04 Leadership and People Management in the Design and Creative Industries [J/501/8390] | 4 | 6 | 40 | 11 |
| BFD 05 Intellectual Property Management in the Design and Creative Industries [L/501/8391] | 4 | 7 | 50 | 13 |
| BFD 06 Design Project Management for Creative Practitioners[R/501/8392] | 4 | 6 | 40 | 15 |
| BFD 07 Doing Business Globally [Y/501/8393] | 4 | 7 | 50 | 17 |
| BFD 08 Finance for Designers and Creatives [D/501/8394] | 4 | 12 | 90 | 19 |

Numbers in box brackets indicate QCA unit Number

If learners achieve credits from units of the same title (or linked titles) at more than one level, they cannot count credits achieved from both units towards the credit target of a qualification

| Entry Requirements | Pre 16 | 16 – 18 | 19 + | Ü |
|----------------------------------|--|---------|------|---|
| Section 96/97: | | | | |
| LSC Qualification Code | 500/8383/1 | | | |
| Recommended GLH | 90-250 | | | |
| Points Score | See ABC web site / Qualifications Directory | | | |
| Contribution to Threshold | See ABC Qualifications Directory | | | |
| ASL Option | N/A | | | |
| Foundation Learning | N/A | | | |
| Type of Funding Available | See LAD (Learning Aims Database) | | | |
| Minimum Qualification Fee | See ABC web site for current fees and charges | | | |
| Unit Fee | Unit fees are based upon a unit's individual credit value. Please see the ABC web site for the current fee charged per credit. | | | |
| Additional Information | Please see ABC web site for qualifications that are eligible for Credit Transfer/APL/Exemption This could also include information about Technical Certificates/Apprenticeships | | | |

Level 4 Diploma in Business for Creative Practitioners

Rules of Combination: All learners must achieve the 8 mandatory units. To achieve this qualification, learners must achieve a minimum credit of 58 credits.

| Unit | Level | Credit Value | GLH | Page No. |
|---|-------|--------------|-----|----------|
| BFD 01 Strategic Marketing Planning Skills within the Design and Creative Industries [J/501/8387] | 4 | 6 | 40 | 5 |
| BFD 02 Business Planning and Financial Projections in the Design and Creative Industries [L/501/8388] | 4 | 8 | 60 | 7 |
| BFD 03 Design Development, Creativity and Business Development [R/501/8389] | 4 | 6 | 40 | 9 |
| BFD 04 Leadership and People Management in the Design and Creative Industries [J/501/8390] | 4 | 6 | 40 | 11 |
| BFD 05 Intellectual Property Management in the Design and Creative Industries [L/501/8391] | 4 | 7 | 50 | 13 |
| BFD 06 Design Project Management for Creative Practitioners[R/501/8392] | 4 | 6 | 40 | 15 |
| BFD 07 Doing Business Globally [Y/501/8393] | 4 | 7 | 50 | 17 |
| BFD 08 Finance for Designers and Creatives [D/501/8394] | 4 | 12 | 90 | 19 |

Numbers in box brackets indicate QCA unit Number

If learners achieve credits from units of the same title (or linked titles) at more than one level, they cannot count credits achieved from both units towards the credit target of a qualification

| Entry Requirements | Pre 16 | 16 – 18 | 19 + | Ü |
|----------------------------------|--|---------|------|---|
| Section 96/97: | | | | |
| LSC Qualification Code | 500/5115/5 | | | |
| Recommended GLH | 410 | | | |
| Points Score | See ABC web site / Qualifications Directory | | | |
| Contribution to Threshold | See ABC Qualifications Directory | | | |
| ASL Option | N/A | | | |
| Foundation Learning | N/A | | | |
| Type of Funding Available | See LAD (Learning Aims Database) | | | |
| Minimum Qualification Fee | See ABC web site for current fees and charges | | | |
| Unit Fee | Unit fees are based upon a unit's individual credit value. Please see the ABC web site for the current fee charged per credit. | | | |
| Additional Information | Please see ABC web site for qualifications that are eligible for Credit Transfer/APL/Exemption This could also include information about Technical Certificates/Apprenticeships | | | |

Unit Details

ABC Level 4 Diploma in Business for Creative Practitioners

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|--|---|
| Unit Title | BFD01 Strategic Marketing Planning Skills within the Design and Creative Industries |
| Level | 4 |
| Credit Value | 6 |
| Guided Learning Hours | 40 |
| Unit Summary | This unit aims to provide learners with an understanding of the markets in which they operate and enables learners to gain a clear understanding of the marketing strategies required to implement a successful marketing plan |
| Learning Outcomes (1 to 3) <i>The learner will</i> | Assessment Criteria (1.1 to 3.1) <i>The learner can</i> |
| 1. Understand the market in which their business operates | 1.1 Analyse the market in which a chosen business operates, benchmarking the competition 1.2 Assess the suitability of known generic strategic and tactical marketing techniques |
| 2. Be able to construct a strategic marketing plan relevant to their business | 2.1 Analyse client needs, perspectives and patterns of buying behaviour 2.2 Determine the strengths and weaknesses of the business relevant to its target market 2.3 Construct an effective marketing strategy for a chosen business which will include analysis of <ul style="list-style-type: none"> • positioning • sales • strategic pricing options • tactical marketing activities (pricing, products, selling) • routes to market • promotions/delivery of marketing plan • client view and needs • competition 2.4 Allocate resources (including financial) to indicate how marketing relates to other functions within the company including sales and business development |

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| <p>3. Understand how to explore potential growth in business through the implementation of effective marketing strategies</p> | <p>3.1 Construct a practical plan of action specific to a chosen sector. Assess how your plan will contribute to</p> <ul style="list-style-type: none"> • potential growth of business from existing clients • generating new business opportunities from previously unexploited markets • developing new products and services |
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Links to National Occupational Standards

This unit is mapped to

Marketing and Sales Standards Setting Body (MSSSB)

Suite: Marketing (February 2006)

Unit 1.1.1 Map organisations within their current and future marketing environment

Unit 1.3.4 Establish target market segments for products/services and evaluate their potential

Unit 2.1.1 Develop an organisation's marketing strategy

Unit 3.1.1 Develop marketing strategies and plans for products/services

Key Skills Mapping

Level 3 Application of Number - N3.1, N3.2, N3.3

Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3

Level 3 Improving own Learning and Performance - LP3.1, LP3.2, LP3.3

Level 3 Information Technology - IT3.1, IT3.2, IT3.3

Level 3 Problem Solving - PS3.1, PS3.2, PS3.3

Level 3 Working with Others - WO3.1, WO3.2, WO3.3

Level 4 Communication Skills - C4.1, C4.2, C4.3

Level 4 Improving Own learning and Performance - LP4.1, LP4.2, LP4.3

Level 4 Problem Solving - PS4.1, PS4.2, PS4.3

Level 4 Working with Others - WO4.1, WO4.2, WO4.3

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|--|---|
| Unit Title: | BFD02 Business Planning and Financial Projections in the Design and Creative Industries |
| Level | 4 |
| Credit Value | 8 |
| Guided Learning Hours | 60 |
| Unit Summary | This unit aims to provide learners with an understanding of the importance of effective business planning and financial forecasting. Learners will analyse the current position of a business, prepare a strategic business plan and determine how to allocate resources effectively |
| Learning Outcomes (1 to 4) <i>The learner will</i> | Assessment Criteria (1.1 to 4.1) <i>The learner can</i> |
| 1. Understand the role of effective business planning in guiding the future of the business | 1.1 Identify strengths and weakness in business planning models in order to look for and identify poor business planning 1.2 Demonstrate the need for business planning which adapts to market change 1.3 Compare and contrast market and customer led models 1.4 Determine financial projections which reflect company strategy |
| 2. Understand the current situation of a business to include the financial position | 2.1 Establish the current situation of their chosen business through analysis of <ul style="list-style-type: none"> • sales • analysis of market segmentation • PESTLE analysis • competitive analysis • strategy review • profit and loss and cash flow analysis • segmental analysis • organisation analysis |
| 3. Be able to prepare a strategic business plan | 3.1 Produce an effective business plan which is realistic and flexible for their chosen organisation which will include <ul style="list-style-type: none"> • prioritised strategic, creative and flexible objectives that are consistent with the vision of the organisation • a plan which is adaptable to market changes |

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| | <ul style="list-style-type: none"> • analysis of potential risks in relation to the achievement of objectives • identification of responsibility for achieving goals and allocation of resources effectively • setting goals and objectives for the business • measures and methods for monitoring and evaluating the plan |
| <p>4. Be able to determine how to allocate resources in order to meet the company's strategic plan and financial forecasting</p> | <p>4.1 Construct realistic financial plans to present to departmental or operational heads to incorporate</p> <ul style="list-style-type: none"> • financial projections, budgeting and sources of funding • tracking of financial documentation to drive medium term internal decision making processes of the business • identification of responsibility for achieving goals and allocation of resources effectively |
| <p>Links to National Occupational Standards This unit is mapped to Management Standards Centre (MSC) Suite: Management and Leadership Unit B2 Map the environment in which your organisation operates Unit B4 Put the strategic business plan into action Unit B7 Provide leadership for your organisation SFEDI Unit BD3 Plan where your business is going Unit BD4 Carry out a review of the business</p> <p>If your organisation studied is a small firm, you should look at Unit A2 - Develop your plans for the business - which has been developed by the Small Firms Enterprise and Development Initiative (SFEDI) specifically for small firms and which may be more suitable to your needs.</p> <p>You can obtain information on the unit from the SFEDI website (www.sfedi.co.uk).</p> <p>Key Skills Mapping Level 3 Application of Number - N3.1, N3.2, N3.3 Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3 Level 3 Improving own Learning and Performance - LP3.1, LP3.2, LP3.3 Level 3 Information Technology - IT3.1, IT3.2, IT3.3 Level 3 Problem Solving - PS3.1, PS3.2, PS3.3 Level 3 Working with Others - WO3.1, WO3.2, WO3.3 Level 4 Communication Skills - C4.1, C4.2, C4.3 Level 4 Improving own Learning and Performance - LP4.1, LP4.2, LP4.3 Level 4 Problem Solving - PS4.1, PS4.2, PS4.3 Level 4 Working with Others - WO4.1, WO4.2, WO4.3</p> | |

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| Unit Title | BFD03 Design Development, Creativity and Business Development |
| Level | 4 |
| Credit Value | 6 |
| Guided Learning Hours | 40 |
| Unit Summary | This unit provides learners with the understanding of the importance of design in business and how design and branding impacts on business performance. The learner will consider the concept of how creative thought leads to innovation within the business. Learners will analyse how to understand customer needs through establishing and writing a brief. Business development, selling skills and presenting a pitch will be covered |
| Learning Outcomes (1 to 5) <i>The learner will</i> | Assessment Criteria (1.1 to 5.2) <i>The learner can</i> |
| 1. Define techniques used in creating a brand and the importance of branding to business development | 1.1 Define and evaluate the tools needed to create a brand to include <ul style="list-style-type: none"> • analysing competitor brands • development of own business brand personality • investigating business USP |
| 2. Be able to develop thought processes to generate creative ideas | 2.1 Develop techniques for creative thought through applying <ul style="list-style-type: none"> • brainstorming • use of empathic tools • learning from others |
| 3. Be able to transfer creative thought to initial design idea | 3.1 For a specific brief define and implement the processes involved when transferring creative thought to initial design idea to include <ul style="list-style-type: none"> • identification of the market through the understanding of customer needs in order to clarify brief • researching sales and market information • analysis of gathered data about customer behaviour and competitor activity 3.2 Communicate research findings with client to agree best approach to project and produce a proposal |

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| <p>4. Define techniques used in the presentation of developed design concepts to the end user (considering and understanding client needs)</p> | <p>4.1 Present a pitch of developed design concepts, (considering and understanding client needs) to an appropriate audience taking into consideration</p> <ul style="list-style-type: none"> • how the concept meets client need • roles and format of the presentation • appropriate presentation techniques to communicate design options visually and orally <p>4.2 Produce a written specification for the client</p> |
| <p>5. Understand selling and promotional techniques to increase customer/client base</p> | <p>5.1 Apply the following concepts to their own area of expertise</p> <ul style="list-style-type: none"> • sales negotiation • preparing and presenting proposals and quotations - to include terms, specification, quality, price • analysing market opportunities • communicate and record agreements <p>5.2 Review the impact of the concepts in 5.1 in their own area of expertise</p> |

Links to National Occupational Standards

This unit is mapped to

Creative and Cultural Skills (CCSkills)

Suite: Design

Unit 31 Clarify briefs and research information

Unit 33 Develop and present suitable design responses'

Unit 41 Develop design briefs

Unit S Sell and promote designs and design services'

Marketing and Sales Standards Setting Body (MSSSB)

Suite: Marketing and Sales Standards for non-specialists

Unit15 Prepare proposals and deliver sales presentations

Unit17 Negotiate sales of products/services

Unit18 Manage relationships with customers

Key Skills Mapping

Level 3 Application of Number - N3.1, N3.2, N3.3

Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3

Level 3 Improving own Learning and Performance - LP3.1, LP3.2, LP3.3

Level 3 Information Technology - IT3.1, IT3.2, IT3.3

Level 3 Problem Solving - PS3.1, PS3.2, PS3.3

Level 3 Working with Others - WO3.1, WO3.2, WO3.3

Level 4 Communication Skills - C4.1, C4.2, C4.3

Level 4 Improving own Learning and Performance - LP4.1, LP4.2, LP4.3

Level 4 Problem Solving - PS4.1, PS4.2, PS4.3

Level 4 Working with Others - WO4.1, WO4.2, WO4.3

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| Unit Title | BFD04 Leadership and People Management in the Design and Creative Industries |
| Level | 4 |
| Credit Value | 6 |
| Guided Learning Hours | 40 |
| Unit Summary | This unit provides learners with an understanding of effective management and leadership skills and how to implement these within a Design business. Learners will examine how to select, manage and motivate their teams and build their own leadership skills |
| Learning Outcomes (1 to 3) <i>The learner will</i> | Assessment Criteria (1.1 to 3.1) <i>The learner can</i> |
| 1. Understand what it is that makes an effective team leader and/or manager | 1.1 Analyse skills and attributes that make an effective team leader 1.2 Evaluate their own leadership skills and attributes, identifying areas for personal development if they want to be a good team leader |
| 2. Understand how to select a team for a specific purpose | 2.1 Analyse methods which can be implemented in order to <ul style="list-style-type: none"> • identify the mix of expertise, knowledge, skills and attitudes required to achieve the team purpose • identify team members' expertise, knowledge, skills and attitudes and agree their particular roles within the team • use team selection and development processes to develop any expertise, knowledge, skills and attitudes lacking in the team |
| 3. Understand how to manage and motivate a team | 3.1 Analyse methods which can be implemented in order to <ul style="list-style-type: none"> • enable team building and how to build mutual trust and respect • encourage open communication between team members to share problems with each other to produce creative solutions • review the performance of the team at appropriate points and evaluate how well its purpose is being achieved • celebrate the team and individual successes together and the methods for empowerment of individuals to develop their own ways of working and take their own decisions within agreed boundaries |

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| | <ul style="list-style-type: none"> • steer your team successfully through difficulties and challenges |
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Links to National Occupational Standards

This unit is mapped to

Management Standards Centre

Suite: Management and Leadership

(MSC July 2007)

Unit D8. Help team members address problems affecting their performance

Unit D9. Build and manage teams

Unit D10. Reduce and manage conflict in your team

(MSC October 2004)

Unit B5. Provide leadership for your team

Unit D1. Develop productive working relationships with colleagues

Unit D3. Recruit, select and keep colleagues

Key Skills Mapping

Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3

Level 3 Improving Own learning and Performance - LP3.1, LP3.2, LP3.3

Level 3 Information Technology - IT3.1, IT 3.2, IT3.3

Level 3 Problem Solving - PS3.1, PS3.2, PS3.3

Level 3 Working with Others - WO3.1, WO3.2, WO3.3

Level 4 Communication Skills - C4.1, C4.2, C4.3

Level 4 Improving Own learning and Performance - LP4.1, LP4.2, LP4.3

Level 4 Problem Solving - PS4.1, PS4.2, PS4.3

Level 4 Working with Others - WO4.1, WO4.2, WO4.3

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|--|---|
| Unit Title | BFD05 Intellectual Property Management in the Design and Creative Industries |
| Level | 4 |
| Credit Value | 7 |
| Guided Learning Hours | 50 |
| Unit Summary | This unit aims to provide learners with an understanding of the importance of intellectual property management within the field of design. Learners will gain knowledge and understanding of the legalities attached to intellectual property law and how to implement these within their business |
| Learning Outcomes (1 to 3) <i>The learner will</i> | Assessment Criteria (1.1 to 3.1) <i>The learner can</i> |
| 1. Understand the legal issues in relation to intellectual property rights and their business | 1.1 Analyse the key aspects of UK and international intellectual property law 1.2 Determine where to go for information about protecting intellectual property rights in specific jurisdictions inside and outside the UK |
| 2. Know how to manage the intellectual property rights in their designs | 2.1 Identify the different types of intellectual property rights and how they can be protected <ul style="list-style-type: none"> • copyright • design right • registered designs 2.2 Determine when and how to assert or enforce their (or their organisation's) intellectual property rights 2.3 Draw up contract(s) concerning Intellectual Property Rights with their clients 2.4 Determine what can be protected and how it is protected <ul style="list-style-type: none"> • web sites • images • text • designs |

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| <p>3. Understand the revenue opportunities and risks associated with intellectual property rights</p> | <p>3.1 Explain the revenue opportunities and risks associated with Intellectual Property Rights</p> |
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Links to National Occupational Standards

This unit is mapped to

Skillset

Suite: Interactive Media and Computer Games (May 2005)

Unit IM11 Manage Intellectual Property Rights

Key Skills Mapping

Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3

Level 3 Improving Own learning and Performance - LP3.1, LP3.2, LP3.3

Level 3 Information Technology - IT3.1, IT3.2, IT3.3

Level 3 Problem Solving - PS3.1, PS3.2, PS3.3

Level 3 Working with Others - WO3.1, WO3.2, WO3.3

Level 4 Communication Skills - C4.1, C4.2, C4.3

Level 4 Improving Own learning and Performance - LP4.1, LP4.2, LP4.3

Level 4 Problem Solving - PS4.1, PS4.2, PS4.3

Level 4 Working with Others - WO4.1, WO4.2, WO4.3

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| Unit Title | BFD06 Design Project Management for Creative Practitioners |
| Level | 4 |
| Credit Value | 6 |
| Guided Learning Hours | 40 |
| Unit Summary | This unit aims to provide learners with the skills to enable them to manage a Design project. Learners will explore the importance of timelines, allocation of resources, managing staff and project objectives |
| Learning Outcomes (1 to 4) <i>The learner will</i> | Assessment Criteria (1.1 to 4.1) <i>The learner can</i> |
| 1. Understand the importance of managing a project to timelines | 1.1 Produce a schedule with clear and realistic timescales to meet project objectives to enable the project to be delivered on time 1.2 Explore potential risks to the project and analyse methods of overcoming unforeseen difficulties |
| 2. Know how to allocate internal resources correctly to achieve project goals | 2.1 Analyse the importance of meeting the following <ul style="list-style-type: none"> • the full cost of the project • time scales required • resources required • individual tasks within the project • milestones and deliverables to be met • agreed quality standards • project keeping within budget. 2.2 Evaluate the importance of effective negotiating and liaison with clients 2.3 Determine and agree the individual roles of team members to set realistic goals for individuals and the team as a whole |
| 3. Understand the importance of managing internal and external project objectives | 3.1 Explore the risks to project objectives through poor communication between project team, managers and customers 3.2 Analyse monitoring processes which need to be implemented in order to meet design objectives |

4. Explore the use of computer software programmes and other support mechanisms as a tool for successful project management

4.1 Determine which software programmes are available for project management and evaluate the strengths and weaknesses of these

Links to National Occupational Standards

This unit is mapped to

SEMTA

Suite: Business Improvement (March 2007)

Unit 35 Carrying out project management activities

CCSKILLS

Suite: Design

Unit 3M Plan and manage Design Work

Key Skills Mapping

Level 3 Application of Number - N3.1, N3.2, N3.3

Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3

Level 3 Improving Own learning and Performance - LP3.1, LP3.2, LP3.3

Level 3 Information Technology - IT3.1, IT3.2, IT3.3

Level 3 Problem Solving - PS3.1, PS3.2, PS3.3

Level 3 Working with Others - WO3.1, WO3.2, WO3.3

Level 4 Communication Skills - C4.1, C4.2, C4.3

Level 4 Improving Own learning and Performance - LP4.1, LP4.2, LP4.3

Level 4 Problem Solving - PS4.1, PS4.2, PS4.3

Level 4 Working with Others - WO4.1, WO4.2, WO4.3

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|---|---|
| Unit Title | BFD07 Doing Business Globally |
| Level | 4 |
| Credit Value | 7 |
| Guided Learning Hours | 50 |
| Unit Summary | This unit aims to provide learners with the understanding of the implications of entering a global market. Learners will explore branding, product development for specific markets |
| Learning Outcomes (1 to 4) <i>The learner will</i> | Assessment Criteria (1.1 to 4.1) <i>The learner can</i> |
| 1. Understand factors within a company which affect the building of overseas markets | 1.1 Analyse the impact of the following on entering a Global market <ul style="list-style-type: none"> • company branding • web site design and functionality in a new market • product design for a specific market |
| 2 Understand logistics for taking designs, brands and products to Global markets | 2.1 Evaluate methods of breaking into Global Markets through <ul style="list-style-type: none"> • consultation with relevant trade, and government support agencies • the understanding of import/export procedures/ law/ financial costs • the use of agents |
| 3. Understand how cultural differences can influence design ideas for different countries | 3.1 Analyse the cultural differences in potential markets and consider how this could effect product development |
| 4. Recognise techniques for communication in different cultures and develop cultural awareness | 4.1 Evaluate the important differences in communicating with a range of cultures including <ul style="list-style-type: none"> • language - non verbal and verbal • translation • dress • social etiquette • managing time |

Links to National Occupational Standards

This unit is mapped to

MSSSB

Suite: Marketing and Sales Standards for non-specialists.

Unit 11 Determine opportunities for International Sales

Other units offering greater depth regarding this area are

Suite: Marketing

Unit 6.2.1 Assess marketing opportunities within international and/or diverse markets

Unit 6.2.2. Establish the business case and marketing plan for distributing products/services to international and /or diverse markets

Suite: Sales

Unit 7.4 Sell products or services in International markets

Key Skills Mapping

Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3

Level 3 Improving Own learning and Performance - LP3.1, LP3.2, LP3.3

Level 3 Information Technology - IT3.1, IT3.2, IT3.3

Level 3 Problem Solving - PS3.1, PS3.2, PS3.3

Level 3 Working with Others - WO3.1, WO3.2, WO3.3

Level 4 Communication Skills - C4.1, C4.2, C4.3

Level 4 Improving Own learning and Performance - LP4.1, LP4.2, LP4.3

Level 4 Problem Solving - PS4.1, PS4.2, PS4.3

Level 4 Working with Others - WO4.1, WO4.2, WO4.3

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| Unit Title | BFD08 Finance for Designers and Creatives |
| Level | 4 |
| Credit Value | 12 |
| Guided Learning Hours | 90 |
| Unit Summary | This unit aims to provide learners with an understanding of the basics of management accounting within a design business. Learners will understand the importance of analysing financial data in order to improve the management of their business |
| Learning Outcomes (1 to 5) <i>The learner will</i> | Assessment Criteria (1.1 to 5.1) <i>The learner can</i> |
| 1. Understand financial statements | 1.1 Analyse and interpret prepared financial statements which include <ul style="list-style-type: none"> • profit and loss statements • balance sheet • cash flow spreadsheets |
| 2. Understand the profitability of products and services within the business | 2.1 Assess which business elements are profitable and worthy of development by considering the following <ul style="list-style-type: none"> • allocation of budgets • establishing pricing • segmental analysis • break even analysis • return on investment (ROI) • risk analysis |
| 3. Understand how to improve management systems through implementation of financial data | 3.1 Identify, evaluate and construct systems to implement the following <ul style="list-style-type: none"> • setting price • ensure profitability • track cash flow • allocate budgets |
| 4. Understand the techniques for managing financial systems effectively | 4.1 Determine and identify techniques in order to <ul style="list-style-type: none"> • calculate pricing • allocate time • collect debt • negotiate discounts |

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| <p>5. Review the effectiveness of financial management systems in order to make successful business decisions</p> | <p>5.1 Integrate techniques into overall business to</p> <ul style="list-style-type: none"> • assess financial risks • increase profitability • apply theories and implement within your business. |
| <p>Links to National Occupational Standards This unit is mapped to FSSC Suite: Leadership and Management Unit PSA43 Manage finance in your area of responsibility Suite: Lending and Credit Unit LC10 Investigate arrears and recover debt CCSkills Suite: Community Arts Unit CCS2 Assist with daily financial issues within your organisation</p> <p>Key Skills Mapping Level 3 Application of Number - N3.1, N3.2, N3.3 Level 3 Communication Skills - C3.1a, C3.1b, C3.2, C3.3 Level 3 Improving own Learning and Performance - LP3.1, LP3.2, LP3.3 Level 3 Information Technology - IT3.1, IT3.2, IT3.3 Level 3 Problem Solving - PS3.1, PS3.2, PS3.3 Level 3 Working with Others - WO3.1, WO3.2, WO3.3 Level 4 Communication Skills - C4.1, C4.2, C4.3 Level 4 Improving own Learning and Performance - LP4.1, LP4.2, LP4.3 Level 4 Problem Solving - PS4.1, PS4.2, PS4.3 Level 4 Working with Others - WO4.1, WO4.2, WO4.3</p> | |