

Enterprise and Entrepreneurship

This unit is about developing your knowledge, skills and understanding in entrepreneurship and starting your own business.

In this unit you will have opportunities to show your understanding of business planning, finance and legislation relating to setting up and running a business. You will also demonstrate an understanding of how to be entrepreneurial in the creative industries, generating new ideas and turning these into business opportunities.

Unit Content:

Based around creative ideas and business planning

What you will do:

You will be supported by Education and Bass to complete this unit. You will have the opportunity to develop your own creative business or to work on developing the Circle of Light record label or the Merchandise/shop side of the Circle of Light project. There is also the Circle of Light podcast that you could develop as a business strand.

ASSESSMENT EVIDENCE: You will need to produce:

A business proposal which shows the first year of a new business start up.

The proposal will include:

- What type of business are you proposing to establish?
- How will it be run (as a limited company or a sole trader)?
- What legislation do you need to take account of and what measures need to be in place (risk assessment, insurances, DBS, policies etc)
- What are you offering?
- What are your creative ideas?
- What is the current competition?
- Identification of strengths and weaknesses, opportunities and threats (SWOT analysis)
- Marketing and promotion of the business
- Identification of risks and contingency planning
- Finance and budget
- How and when you will review the proposal

Evidence for this unit may be presented as; written work, video presentation, or podcast.

Total written evidence for this learning outcome must not exceed 1000 words

Total audio/visual evidence for the evidence must not exceed 10 minutes.
each.