**MARK SHEET – Developing an idea for a product or service**

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| **Centre Number :** |  | **Centre Name :** |  |
| **Learner Registration No :** |  | **Learner Name:** |  |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET** Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’ **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).** Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | 1. **Learner named above confirms authenticity of submission.**
2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation.  By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**

**However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** |
| **Learning Outcome 1:**  Know how to develop a business idea |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors***[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | **Assessor feedback on AC** |
| AC 1.1Define an idea for an enterprise | **Referral [ca.*6/24*]** | **Pass [*12/24*]** | **Good Pass [ca. 18/24]** |  |
| * No defined idea for an enterprise, or the defined idea is inappropriate, or the definition does not make the idea clear
 | * A briefly defined or limited appropriate idea for an enterprise that needs further clarification
 | * A well-defined idea for an enterprise
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| / 24(min. of 12) | Pass or Referral |
| AC 1.2Identify the resources needed to develop an idea for a product or service  | **Referral [ca.*3/12*]** | **Pass [*6/12*]** | **Good Pass [ca. 9/12]** | **Assessor feedback on AC** |
| * No identification of resources needed to develop an idea for a product or service, or identification of resources is incorrect or inappropriate for a product or service
 | * A limited range of correct and appropriate resources which are needed to develop an idea for a product or service is identified
 | * A wide range of correct and appropriate resources, support and information available to start the business is identified
 |  |
| / 12(min. of 6) | Pass or Referral |

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| AC 1.3Identify the resources, support and information available to start the enterprise | **Referral [ca.*3/12*]** | **Pass [*6/12*]** | **Good Pass [ca. 9/12]** | **Assessor feedback on AC** |
| * No identification of resources, support and information available needed to start the enterprise, or identification of resources, support, and information available is incorrect or inappropriate, or only the resources ***or*** support ***or*** information available but not all three are identified to start the enterprise
 | * A limited range of correct and appropriate resources, support and information available to start the business is identified
 | * A wide range of correct and appropriate resources, support and information available to start the business is identified
 |  |
| / 12(min. of 6) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome 2:** Be able to prepare a business case/plan |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors***[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | **Assessor feedback on AC** |
| AC 2.1Prepare a business case/plan | **Referral [ca.*7/28*]** | **Pass [*14/28*]** | **Good Pass [ca. 21/28]** |  |
| * No business case/plan has been prepared, or business case/plan has been incorrectly prepared, or the business plan is deficient
 | * A correct but limited business case/plan has been prepared that requires further work for full implementation
 | * A wide ranging business case/plan has been prepared that requires no further work for full implementation
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| / 28(min. of 14) | Pass or Referral |
| AC 2.2Assess the viability of the product or service | **Referral [ca.*6/24*]** | **Pass [*12/24*]** | **Good Pass [ca. 18/24]** | **Assessor feedback on AC** |
| * No assessment of the viability of the product or service has been made, or an assessment of the viability has been made which is incorrect, or the viability of the product or service has merely been described with no assessment to make a judgement using appropriate criteria
 | * A limited assessment of the viability of the product or service has been made using appropriate criteria to make a judgement
 | * A wide ranging assessment of the viability of the product or service has been made using appropriate criteria to make a judgement
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| / 24(min. of 12) | Pass or Referral |

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| **Section comments** (optional): | **Verification comments** (optional): |
|  | **/ 100****TOTAL MARKS** |
| **Assessor’s Decision** | **Quality Assurance Use** |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of Assessor:****Date:** | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of QA:****Date of QA check:** |