**MARK SHEET – Assessing the viability of a business idea**

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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:**  Be able to propose an idea for an enterprise |
| **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 personal aim(s) and objective(s) for starting own enterprise | **Referral [ca.*2/8*]** | **Pass [*4/8*]** | **Good Pass [ca. 6/8]** |  |
| * No defined personal aim(s) for the enterprise, or the defined aim(s) are inappropriate and/or there is no objective(s), or the objective(s) are not SMART
 | * An appropriate and briefly defined personal aim(s) for the enterprise that needs further clarification, and the objective(s) is/are briefly defined and require additional work to be fully SMART
 | * A well- defined personal aim(s) for the enterprise and clearly stated objective(s) which is fully SMART
 |
| / 8(min. of 4) | Pass or Referral |
| AC 1.2Define the aim(s) and objective(s) of their proposed business idea  | **Referral [ca.*3/12*]** | **Pass [*6/12*]** | **Good Pass [ca. 9/12]** | **Assessor feedback on AC** |
| * No defined aim(s) of their proposed business idea, or the defined aim(s) are inappropriate and/or there is no objective(s), or the objective(s) are not SMART
 | * An appropriate briefly defined aim(s) of their proposed business idea that needs further clarification and the objective(s) is/are briefly defined, although additional work is needed to be fully SMART
 | * A well- defined aim(s) of their business idea and clearly stated objective(s) which is/are fully SMART
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| / 12(min. of 6) | Pass or Referral |

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| AC 1.3Outline the key physical, human and financial resources required | **Referral [ca.*2/8*]** | **Pass [*4/8*]** | **Good Pass [ca. 6/8]** |  |
| * The physical, human and financial resources required are not outlined or the outline is incorrect, or the outline addresses the physical ***or*** human ***or*** financial resources required but not all three
 | * A correct outline is provided that takes limited account of the key physical and human and financial resources required
 | * A correct outline, taking full account of the physical or human or financial resources required is given
 |
| / 8(min. of 4) | Pass or Referral |
| AC 1.4Determine the best possible legal entity for their proposed enterprise | **Referral [ca.*3/12*]** | **Pass [*6/12*]** | **Good Pass [ca. 9/12]** | **Assessor feedback on AC** |
| * The best possible legal entity for their proposed enterprise is not determined, or is incorrect or inappropriate
 | * A correct and appropriate possible legal identity for their proposed enterprise is determined, although further clarification is required
 | * A correct and appropriate possible legal identity for their proposed enterprise is determined and no further clarification is required
 |  |
| / 12(min. of 6) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome 2:** Understand how to gather advice about the proposed 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 2.1Assess advice from relevant people about starting the proposed enterprise | **Referral [ca.*5/20*]** | **Pass [*10/20*]** | **Good Pass [ca. 15/20]** |  |
| * No assessment of advice from relevant people about starting the proposed enterprise, or the assessment is incorrect, or there is assessment on one source of advice only, or advice is merely listed or described with no assessment based on appropriate criteria to make a judgement
 | * Advice from a limited range of relevant people about starting the proposed enterprise is correctly assessed to make a judgement, although the criteria used are limited or subjective
 | * Advice from a limited range of relevant people about starting the proposed enterprise is correctly assessed to make a judgement using a range of appropriate and objective criteria
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| / 20(min. of 10) | Pass or Referral |

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| AC 2.2Plan the course of action to be taken in order to develop the business idea | **Referral [ca.*4/16*]** | **Pass [*8/16*]** | **Good Pass [ca. 12/16]** | **Assessor feedback on AC** |
| * No planned course of action to be taken in order to develop the business idea, or the planned course of action does not address development of the business idea, or is incorrect or inappropriate
 | * A course of action is planned in order to develop the business idea, although further development is required for full implementation
 | * A course of action is planned in order to develop the business idea and no further development is required for full implementation
 |  |
| / 16(min. of 8) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome 3:** Understand the viability of the proposed 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 3.1Examine the demand for the product/service, exploring the existence of competitors | **Referral [ca.*3/12*]** | **Pass [*6/12*]** | **Good Pass [ca. 9/12]** |  |
| * The demand for the product/service is not examined, or the demand for the product/service is merely listed and not examined, or demand for the product/service is examined but there is no exploration of the existence of competitors
 | * The demand for the product/service is examined to identify a limited range of positive and negative features that take limited account of the existence of competitors
 | * The demand for the product/service is examined to identify a wide range of positive and negative features that take full account of the existence of competitors
 |
| / 12(min. of 6) | Pass or Referral |
| AC 3.2Assess the viability of the business idea in order to provide a sustainable and profitable enterprise | **Referral [ca.*3/12*]** | **Pass [*6/12*]** | **Good Pass [ca. 9/12]** | **Assessor feedback on AC** |
| * No assessment of the viability of the business idea, or the assessment does not address ‘providing a sustainable and profitable enterprise’, or ‘sustainable’ or ‘profitable’ is addressed, but not both, or the viability of the business idea is merely listed or described with no assessment made using appropriate criteria to make a judgement
 | * A limited assessment of the viability of the business idea to provide a sustainable and profitable enterprise has been made using appropriate criteria to make a judgement, although the criteria used are limited or subjective
 | * A detailed assessment of the viability of the business idea to provide a sustainable and profitable enterprise has been made using appropriate criteria to make a judgement
 |  |
| / 12(min. of 6) | Pass or Referral |
| **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:** |