**MARK SHEET – Enterprise awareness**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 / Section 1:** Understand the enterprise environment[16 Marks] |
| **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** *[comments not necessary in every box]* |
| AC 1.1* Identify and describe the type of organisation, its size and what it does
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * The type of organisation and/or its size and/or what it does is not identified or, if identified, is not described
 | * The type of organisation is appropriately identified and described along with its size and what it does, although the description may be limited
 | * The type of organisation (e.g. private company, plc., public sector, voluntary/third sector organisation, charity, etc.) is identified and described along with its size (e.g. no. of employees, sales, net worth, geographical spread, no. of sites, etc.) and what it does (e.g. manufacturing, retail, services, financial, etc.)
* **Own** organisation is appropriately identified and thoroughly described in detail for type, size and what it does
 |
| / 8(min. of 4) | Pass or Referral |
| AC 1.2* Outline the external influences (such as competitive and legal factors) on their chosen enterprise
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Less than two of the external influences on chosen enterprise are outlined
* Two of the external influences on chosen enterprise are merely stated, as opposed to outlined
* An outline is given of at least two of the external influences on chosen enterprise **but** they are inappropriate
 | * An appropriate outline is given of at least two of the external influences on chosen enterprise
 | * Several of the external influences on chosen enterprise are appropriately described
* A range of different external influences is described in detail along with how they influence the enterprise and examples given to enhance the explanation
* A PESTLE analysis in carried out to identify the external influences which are then described in detail
 |
| / 8(min. of 4) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 2:** Understand finance and enterprise [36 Marks] |
| **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** *[comments not necessary in every box]* |
| AC 2.1Explain why finance is important for enterprises | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * The importance of finance for enterprises is merely stated, as opposed to explained
* The importance of finance in general is explained **but** is incorrect and/or is not related to enterprises
 | * The importance of finance for enterprises is correctly explained although the explanation may be limited
 | * The importance of finance for enterprises is explained thoroughly and in detail
* The importance of finance for enterprises is explained, with examples to enhance the explanation, along with how finance is used within enterprises
 |
| / 8(min. of 4) | Pass or Referral |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| AC 2.2* Identify the different sources of finance available to enterprises
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Less than two of the different sources of finance available to enterprises are identified
* Different sources of finance are identified **but** these are incorrect or inappropriate and/or are not related to enterprise financing
 | * At least two of the different sources of finance available to enterprises are correctly and appropriately identified
 | * A range of the different sources of finance available to enterprises are identified along with the strengths and weaknesses of each
 |
| / 8(min. of 4) | Pass or Referral |
| AC 2.3* Explain what is meant by cash flow
 | **Referral [ca.3/12]** | **Pass [6/12]** | **Good Pass [ca.9/12]** |  |
| * Cash flow is merely outlined or described, as opposed to explained
* Cash flow is explained **but** the explanation is incorrect or minimal
 | * Cash flow is correctly explained although the explanation may be limited
 | * Cash flow is correctly explained in detail
* Cash flow is correctly explained thoroughly and in detail and a simple cash flow forecast is given as an example to enhance the explanation
 |
| / 12(min. of 6) | Pass or Referral |
| AC 2.4* Outline why it is important for their chosen enterprise to control its cash flow
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Cash flow control is discussed in general **but**  not its importance for chosen organisation
* The importance for chosen enterprise of controlling cash flow is outlined **but**  is incorrect or inappropriate
 | * A correct and appropriate outline is given of the importance for chosen enterprise of controlling cash flow
 | * The importance for chosen organisation of controlling cash flow is correctly and appropriately described in some detail, as opposed to merely outlined, with an outline of how this is achieved
 |
| / 8(min. of 4) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 3:** Understand resources within enterprise [28 Marks] |
| **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** *[comments not necessary in every box]* |
| AC 3.1Outline why resources are important to enterprises  | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Resources are discussed in general **but** their importance to enterprises is not outlined
* Why resources are important to enterprises is outlined **but** is incorrect and/or inappropriate and/or minimal
 | * A correct and appropriate outline is given of why resources are important to enterprises
 | * A thorough and detailed explanation, as opposed to a mere outline, is given of why resources are important to enterprises with examples to enhance the explanation
 |
| / 8(min. of 4) | Pass or Referral |
| AC 3.2Identify a physical resource and a human resource essential to their chosen enterprise  | **Referral [ca.3/12]** | **Pass [6/12]** | **Good Pass [ca.9/12]** |  |
| * No resources are identified or either just a physical resource or a human one
* A physical resource and a human resource essential to the chosen enterprise are identified **but**  are incorrect or inappropriate and/or are not related to chosen enterprise and/or there is no recognisable importance identified
 | * A physical resource and a human resource essential to the chosen enterprise are identified
 | * Several physical and human resources essential to the chosen enterprise are identified along with the nature of their importance
 |
| / 12(min. of 6) | Pass or Referral |
| AC 3.3Outline why it is important for their chosen enterprise to manage the use of these resources effectively  | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * The management of resources is discussed in general **but** its importance and/or its effectiveness is not outlined and/or it is not related to the chosen enterprise
* An outline is given as to why it is important for the chosen enterprise to manage the use of these resources effectively **but** it is incorrect or inappropriate
 | * A correct and appropriate outline is given as to why it is important for the chosen enterprise to manage the use of these resources effectively although the outline of the effectiveness may be limited
 | * Why it is important for the chosen enterprise to manage the use of these resources effectively is described in some detail along with an outline of how effectiveness of use is ensured with examples given to enhance the explanation
 |
| / 8(min. of 4) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 4:** Understand customer focus [20 Marks] |
| **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** *[comments not necessary in every box]* |
| AC 4.1Identify the main product/service of their chosen enterprise  | **Referral [ca.1/4]** | **Pass [2/4]** | **Good Pass [ca.3/4]** |  |
| * The main product/service of the chosen enterprise is identified **but** is incorrect or inappropriate
 | * The main product/service of the chosen enterprise is identified
 | * The main products/services of the chosen enterprise are identified along with how they benefit the enterprise
 |
| / 4(min. of 2) | Pass or Referral |
| AC 4.2State the main customer or market for this service/product  | **Referral [ca.1/4]** | **Pass [2/4]** | **Good Pass [ca.3/4]** |  |
| * The main customer or market for this service/product is not stated
* The main customer or market for this service/product is stated **but**  is incorrect or inappropriate
 | * The main customer or market for this service/product is stated
 | * The main customer or market for this service/product is described, as opposed to merely stated, with a quantification of the take-up of the product/service
 |
| / 4(min. of 2) | Pass or Referral |
| AC 4.3Identify the main competitor in the market place  | **Referral [ca.1/4]** | **Pass [2/4]** | **Good Pass [ca.3/4]** |  |
| * The main competitor in the market place is not identified
* The main competitor in the market place is identified **but** is inappropriate
 | * The main competitor in the market place is identified
 | * A few main competitors in the market place are outlined along with a market assessment and a simple competitor analysis
 |
| / 4(min. of 2) | Pass or Referral |
| AC 4.4Describe how the organisation promotes its products and services  | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Little or nothing is given on promotion by the organisation
* How the organisation promotes its products and services is described but is inappropriate or minimal
 | * How the organisation promotes its products and services is described although the description may be limited
 | * The various promotional channels and methods used by the organisation are thoroughly described in detail along with a simple analysis of their effectiveness with the main customer and the main competitor stated previously
 |
| / 8(min. of 4) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
|  | **/ 100** | **TOTALMARKS** |
| **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:** |