



Prince's Trust

**QUALIFICATIONS**

# Exploring Enterprise

March 2017

[www.princes-trust.org.uk/qualifications](http://www.princes-trust.org.uk/qualifications)

## Purpose of this document

The Qualification Specification is designed to give centres information so that they can offer the Exploring Enterprise qualifications to their learners. It contains the information to ensure learners complete the correct number of units and in the correct combination to meet the qualification structures and the rules of combination required.

This document must be read in conjunction with the following documents to ensure centres and learners have all the information about how to achieve these qualifications.

### Qualification Support Pack 00 – Centre Handbook

This handbook explains the administration processes that support qualification delivery, for example how to become an Approved Centre, what access arrangements Prince's Trust Qualifications (PTQ) has for learners with special requirements, what level of service you can expect from ourselves and what systems and sanctions PTQ uses should malpractice or maladministration be suspected.

This handbook also outlines the roles and responsibilities expected of an Assessor and Internal Quality Assurer within a centre, and provides competency profiles for each role.

### Qualification Support Pack 01 – Building a Portfolio

This handbook is a good practice guide to building a portfolio and is intended to support centres when designing assessment activities and supporting portfolio evidence formats. It gives examples of common issues and practical steps to overcome them.

The examples used are not all specific to the Exploring Enterprise qualification but the principles explained still apply.

### Qualification Support Pack 02 – Internal Quality Assurance

This handbook describes the different internal quality assurance activities that may be undertaken within centres and gives good practice examples which centres can use to support their own practice.

### Qualification Support Pack 03 – Making Claims and Results

This handbook explains the administration processes when making a claim for units or qualifications, issuing of certificates, the resubmission process as well as the Appeals Procedure. PTQ's assessment strategy can also be found in this handbook as well as information outlining the retention of evidence requirements.

All these handbooks can be found on our Qualifications webpage ([www.princes-trust.org.uk/qualifications](http://www.princes-trust.org.uk/qualifications)) by clicking on the country where the qualification will be delivered and then following the link to '[Guidance for Centres](#)' or by following the hyperlink above.

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In 40 years The Prince's Trust has worked with over 825,000 young people giving practical and financial support to develop key work skills helping them move into employment, education and training.

The Prince's Trust is recognised by the qualification regulators in England, Wales, Northern Ireland and Scotland to develop, offer and award qualifications.

#### Prince's Trust Qualifications seek to:

- Ensure young people have every opportunity to gain formal recognition of their skills and achievements
- Develop qualifications that offer flexibility, choice and pathways to progression
- Provide excellent support and service to our partners to ensure they are best placed to support young people

Recognising that many young people lack formal qualifications we actively promote our qualifications to those who need them most; young people who have struggled at school or are long term unemployed, those who have poor mental health, are addicted to drugs or alcohol, have been in care, are homeless or have been in trouble with the law, single parents, asylum seekers and refugees.

#### Quality of Service:

Prince's Trust Qualifications believes that all young people should have the chance to succeed. We want you to have a positive experience when you work with us, so we are committed to ensuring that:

- You will be treated equally and with respect
- Your information will only be used in a way we've agreed with you, unless you tell us something that places you or others at risk of harm
- You can expect to be treated by staff in a professional manner
- You can also expect our staff to be approachable, inspiring, enabling, passionate and committed

#### Regulatory requirements

Prince's Trust Qualifications is regulated by all UK qualification regulators and as such our regulatory responsibilities are:

- Maintaining the integrity of nationally recognised qualifications
- Issuing formal qualification and unit certificates
- Ensuring qualifications are accessible to all and free from barriers and discrimination
- Continuous self-assessment to ensure units and qualifications are robust and fit for purpose
- Meeting regulatory criteria and principles

#### Contact details:

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## Qualification Aim

The Prince's Trust qualifications in Exploring Enterprise recognise knowledge and understanding in key areas of running a business. The qualification has been developed with the aim of progressing learners into business ownership, self-employment or further study.

The qualification gives learners the opportunity to:

- Develop their own personal growth and engagement in, and through, learning;
- Engage in learning that is relevant to them and supports the development of enterprise skills, knowledge and understanding in key areas essential for developing a business idea;
- Recognise their personal enterprise skills and characteristics to make appropriate decisions about their own future progression.

## Qualification Summary

### Level 1

Prince's Trust Level 1 Award in Exploring Enterprise	
Qualification framework	RQF
Qualification number (QN)	601/1850/7
QW Approval/Designation No.	C00/3774/1
Operational start date	November 2013
Age range	Pre-16, 16-18, 19+
Credit value	8
Number of credits required at Level 1	8
Assessment of qualification	Portfolio of evidence, centre assessment
Guided learning hours (GLH)	75
Total Qualification Time (TQT)	80
Grading information	Pass grade
Entry requirements	Learners do not need any other qualifications as pre-requisites to entry

### Level 2

Prince's Trust Level 2 Certificate in Exploring Enterprise	
Qualification framework	RQF
Qualification number (QN)	601/2655/3
QW Approval/Designation No.	C00/3774/2
Operational start date	April 2014
Age range	Pre-16, 16-18, 19+
Credit value	17
Number of credits required at Level 2	9
Assessment of qualification	Portfolio of evidence, centre assessment
Guided learning hours (GLH)	161
Total Qualification Time (TQT)	170
Grading information	Pass grade
Entry requirements	Learners do not need any other qualifications as pre-requisites to entry

## Qualification Structures

The rules of combination detailed below need to be met before Prince's Trust Qualifications can award the qualifications.

### Prince's Trust Level 1 Award in Exploring Enterprise

Minimum number of credits to be achieved	8
Mandatory number of credits to be achieved from Group A1	8

Unit Title	Unit Reference Number	Level	GLH	Credit
Group A1 (Mandatory Units)				
Personal Progression	M/503/3370	Level 1	30	3
Marketing	R/503/3376	Level 1	30	3
Exploring Enterprise	K/505/7179	Level 1	15	2
Group A2 (Additional Optional Unit)				
Understanding Money	J/503/3374	Level 2	30	3

### Prince's Trust Level 2 Certificate in Exploring Enterprise

Minimum number of credits to be achieved	17
Mandatory number of credits to be achieved from Group A1	17

Unit Title	Unit Reference Number	Level	GLH	Credit
Group A1 (Mandatory Units)				
Personal Progression	M/503/3370	Level 1	30	3
Marketing	R/503/3376	Level 1	30	3
Exploring Enterprise	K/505/7179	Level 1	15	2
Understanding Money	J/503/3374	Level 2	30	3
Develop a Marketing Strategy for an Enterprise	D/506/9104	Level 2	26	3
Developing an Enterprise	H/506/9105	Level 2	30	3

## Units

The Exploring Enterprise qualifications cover a range of skills. An overview of the units available and the corresponding levels and credits is given below.

Unit title	Available at		Credit value
	Level 1	Level 2	
Personal Progression	•		3
Marketing	•		3
Exploring Enterprise	•		2
Understanding Money		•	3
Develop a Marketing Strategy for an Enterprise		•	3
Developing an Enterprise		•	3

For more detail of the individual units and the assessment criteria please see Appendix 1.

Appendix 2 provides the level descriptors for the two levels covered by the units and qualifications.



## Rules of Combination

When meeting rules of combination, learners do not have to achieve units in any particular order and Assessors should tailor learning programmes to meet individual learner needs. It is recommended that, wherever possible, centres adopt a holistic approach to the delivery of these qualifications and identify opportunities to link the units and levels.

Learners not able to complete a full qualification can have their achievements recognised through unit only certification.

## Barred Combinations

There are no barred unit combinations for these qualifications.

## Progression

These qualifications provide a platform for learners to progress into business ownership/self-employment and further education opportunities, as they develop business awareness as well as personal development and employability skills.

## Language

If you wish to offer these qualifications in Welsh please contact The Prince's Trust.

## Access Arrangements

More detailed information about the Special Consideration and Reasonable Adjustments policies for these qualifications is provided in the Centre Handbook (QSP 00)

## Assessment of Qualifications

### Grading

The Exploring Enterprise qualifications are centre assessed using portfolios of evidence and are graded as pass or fail. The portfolios are internally assessed and externally verified.

The assessment process is as follows:

- ➔ Activities are internally set by the centre to meet the requirements detailed in the unit assessment criteria
- ➔ The learners are assessed internally at the centre by an Assessor whilst they engage in activities
- ➔ The learner's evidence is collated into a portfolio, which is referenced using a unit Tracking Sheet
- ➔ The centre undertakes internal quality assurance activities which includes sampling portfolios assessed by each Assessor
- ➔ A further sample of portfolios is then externally verified by Prince's Trust Qualifications

With these qualifications the best practice approach is to assess by 'continuous assessment'. This means that the learner is assessed throughout their programme of study, allowing for alternative activities to be set and further evidence produced while there are still opportunities during the programme. Continuous assessment keeps learners motivated and engaged as it provides the learner with opportunities to discuss progress, check they are working at the correct level for their ability and producing sufficient evidence. This open dialogue with the learner should be recorded on their portfolio in some way, either directly on the work or on centre-devised assessor feedback forms.

More detailed information about the assessment strategies for these qualifications is provided in the Centre Handbook (QSP 00) and Making Claims and Results Handbook (QSP 03), both are available on our website [Guidance for centres](#)

### Evidence

To achieve the units and qualifications learners need to gather evidence from activities which demonstrate they have met each of the assessment criteria. Some evidence of a learner's performance may also be derived from observation records and testimonies from witnesses, who observe the learner carrying out activities. Evidence can be in a variety of forms and can be varied according to learners' interests and needs.

Through completion of activities on the learning programme, the learners should generate evidence to demonstrate they have completed all of the assessment criteria sufficiently.

More detailed information is provided in the Building a Portfolio support pack (QSP 01) which is available on our website [Guidance for centres](#)

### Recording Achievement

When learners have gathered their evidence, Tracking Sheets are used to record which piece(s) of evidence meets each assessment criteria. Learners are likely to collect far more evidence than they need and it is therefore important that the Tracking Sheets are only used to record the specific evidence needed to meet the criteria and not every piece of work produced.

The Tracking Sheets must be signed and dated by the learner and the Assessor. By signing the Tracking Sheets the learner and Assessor are declaring that the portfolio submitted is the learner's own work. The qualification will not be awarded without a signed declaration.

The Trust does not require every piece of evidence to be signed and dated.

Tracking Sheets for this qualification can be downloaded from our [website](#).

### Making Claims

Centres should only claim units and qualifications for learners when they are satisfied that their portfolio meets all the assessment criteria and the work has undergone internal quality assurance. Making claims is the official stage of notifying Prince's Trust Qualifications that the learners are being submitted for external verification.

There will be regular opportunities to submit learners' portfolios throughout the year. Please contact the Qualifications team for details.

## Centre Requirements

Each Prince's Trust centre needs to gain approval to offer these qualifications and sign a Centre Approval Agreement.

Please refer to the qualifications website for more information.

## Staff Requirements

To adhere to The Prince's Trust quality assurance arrangements for these qualifications, the centre must ensure that the following roles and responsibilities have been undertaken:

- Assessors
- Internal Quality Assurer (IQA)

The same person must never complete the internal quality assurance processes on portfolios they have assessed. More detailed information for the Assessor and Internal Quality Assurers roles, with competency profiles, is provided in the Centre Handbook (QSP 00) available on our website [Guidance for centres](#)

## Support for Centres

### Training

Prince's Trust Qualifications offers training to support centres deliver and administer these qualifications.

### Website

Our website is regularly updated to ensure the latest information about the qualification is available to centre staff, as too are best practice guidance notes and policies. The website can be accessed via the following link: [Prince's Trust Qualifications](#)

## Appendix list

Appendix 1 - Unit overview

Appendix 2 - Level descriptors

Appendix 3 - Qualification price list

## Appendix 1

Unit title	Level	Credits	URN
Personal Progression	Level 1	3	M/503/3370
Marketing	Level 1	3	R/503/3376
Exploring Enterprise	Level 1	2	K/505/7179
Understanding Money	Level 2	3	J/503/3374
Develop a Marketing Strategy for an Enterprise	Level 2	3	D/506/9104
Developing an Enterprise	Level 2	3	H/506/9105

The assessment criteria for the units at each level can be found on the following pages.

### Personal Progression

This unit allows learners to develop an understanding of how to assess their strengths and weaknesses to set manageable, achievable goals for work and/or their personal life.

Learning Outcome	Assessment Criteria
1. Understand own strengths and weaknesses	1.1 State three personal strengths
	1.2 Describe one personal weakness
	1.3 Describe how this weakness could be improved
2. Understand own learning profile	2.1 Describe what is meant by a learning style
	2.2 Identify own learning style
	2.3 List two ways to improve own learning
3. Be able to Action Plan for personal progression	3.1 Identify a goal for personal progression
	3.2 Give examples of actions needed to achieve goal
	3.3 Identify what guidance, help or resources will be needed to achieve goal
	3.4 Describe how own skills and weaknesses could affect achievement of goal

## Marketing

This unit allows learners to develop an understanding of the markets for a business product and the ways to gain and retain customers.

Learning Outcome	Assessment Criteria
1. Be able to identify target demographic for a product or service	1.1 Identify the positioning of a business, product or service in the marketplace
	1.2 Describe the target market for this business, product or service
	1.3 State why this business, product or service would appeal to its target audience
2. Know about different market research methods	2.1 Describe the advantages of undertaking market research
	2.2 Describe what information market research can give about a target market
	2.3 Identify different types of market research
	2.4 Give advantages of a form of market research
3. Know about different methods of marketing	3.1 Identify methods of marketing a business, product or service
	3.2 Give the advantages of a method of marketing
4. Understand the importance of customer service	4.1 Identify ways of demonstrating good customer service
	4.2 Describe advantages of some ways of demonstrating good customer service

## Exploring Enterprise

This unit allows learners to explore self-employment as an option for themselves.

Learning Outcome	Assessment Criteria
1. Be able to explore whether self-employment is appropriate for him/herself	1.1 Give examples of advantages and disadvantages of self-employment
	1.2 Give examples of advantages and disadvantages of being employed
2. Understand how important values are to starting a new business	2.1 Give examples of the business values of own enterprise
	2.2 State how you will demonstrate these values
	2.3 State why having values are important for businesses
3. Know the importance of writing a business plan	3.1 State the purpose of a business plan



## Understanding Money

This unit allows learners to develop an understanding of the key concepts for personal and business money management.

Learning Outcome	Assessment Criteria
1. Understand own spending habits	1.1 State own strengths and weaknesses in money management
	1.2 Estimate weekly budget based on personal income and expenditure
	1.3 Distinguish between essential and non-essential expenditure
	1.4 Identify ways to improve own money management
	1.5 Explain why it is important to manage own money effectively
2. Know about different ways of paying for goods and services	2.1 State three different ways to pay for goods or services
	2.2 Explain the advantages and disadvantages of one way of paying for goods or services
3. Know about taxes	3.1 State three different types of tax
	3.2 Identify three things that taxes are used for
	3.3 Explain how income tax is paid if: a) Employed b) Self employed
	3.4 State where you could get financial advice.
4. Understand the importance of managing money in a business environment	4.1 Define the following terms: a) Break even b) Income c) Expenditure d) Profit e) loss
	4.2 Explain why it is important to calculate the break-even of a business
	4.3 Explain the purpose of cash flow
	4.4 Explain why it is important to keep track of income and expenditure in a business
	4.5 Explain why it is important to keep financial records for a business

## Develop a Marketing Strategy for an Enterprise

This unit allows learners to undertake market research specific to an enterprise and to develop a strategy for marketing their product or service.

Learning Outcome	Assessment Criteria
1. Understand the market, its customers and stakeholders	1.1 Identify the competitors to the enterprise
	1.2 Describe the target market for the enterprise
	1.3 Undertake market research for the enterprise
	1.4 Summarise the results of the market research
2. Understand how to promote and sell a product or service	2.1 Conduct a SWOT analysis of the enterprise
	2.2 Develop a pricing strategy for the product or service
	2.3 Develop a plan for promoting the enterprise

## Developing an Enterprise

This unit allows learners to develop a business idea and understand what is required to fulfil the business case for developing that idea.

Learning Outcome	Assessment Criteria
1. Know how to develop a business idea	1.1 Define an idea for an enterprise
	1.2 State the resources, support and information required to launch the enterprise
	1.3 State own personal skills, knowledge and experience that will be brought to the enterprise
2. Be able to prepare a business plan	2.1 Develop a cash-flow forecast for the enterprise
	2.2 Develop a business plan

## Appendix 2

### Level Descriptors

The Regulated Qualification Framework (RQF) incorporates levels from Entry 1 through to Level 8. For the purposes of this document only the levels at which these qualifications are offered at have been included below.

The descriptors set out the generic knowledge and skills associated with the typical holder of a qualification at that level. The level descriptors are framed as outcomes and each category starts with a stem statement (“the holder can...”) which then links into the outcomes associated with each level of the framework.

Centre staff and learners can use the descriptors to understand more about the difference between and relative demand of the units and qualifications offered by PTQ.

Level	Knowledge descriptor (the holder ....)	Skills descriptor (the holder can...)
Level 1	Has basic factual knowledge of a subject and/or knowledge of facts, procedures and ideas to complete well-defined routine tasks and address simple problems; and Is aware of aspects of information relevant to the area of study or work	Use basic cognitive and practical skills to complete well-defined routine tasks and procedures. Select and use relevant information.  Identify whether actions have been effective.
Level 2	Has knowledge and understanding of facts, procedures and ideas in an area of study or field of work to complete well-defined tasks and address straightforward problems.  Can interpret relevant information and ideas.  Is aware of a range of information that is relevant to the area of study or work.	Select and use relevant cognitive and practical skills to complete well-defined, generally routine tasks and address straightforward problems.  Identify, gather and use relevant information to inform actions.  Identify how effective actions have been.

Source: 'Qualification and Component Levels' (Ofqual/15/5774)

## Appendix 3

### Price List

#### Keeping Costs Low

We are committed to ensuring that Young People have every opportunity to gain formal recognition of their skills and achievements so we continue to offer competitively-priced qualifications.

#### Exploring Enterprise

Marking 100% (per unit)	£10
Level 1 Award qualification	£15
Level 2 Certificate qualification	£35

#### Replacement Certificates

Replacement certificate	£20.00
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#### Enquiries and Appeals

Stage 1 Enquiry	£50.00
Stage 2 Enquiry / Appeal	£100.00
Stage 3 Independent Appeals Board	£100.00

More detailed information about these processes is provided in the [Making Claims and Results Handbook \(QSP 03\)](#)

#### Resubmissions

Resubmissions made within six months of the date of the results being issued are free of charge.

Any resubmissions made after this date will be treated as new claims and charged accordingly.