





VCert: ASK Yourself!

Subject: VCert in Business and Enterprise - Level 1

Unit: 1 – Introduction to Business and Enterprise – Criteria 2.1 to 2.4

	Launching 1-2	Developing 3-4 (pass)	Progressing 5-6 (merit)	Mastering 7-9 (distinction)
 S skills				
Application	I need to be able to use business examples in work.	I can use at least one business example in work.	I can confidently use a business example in work.	I can expertly use a business example in work.
Analysis	I need to be able to analyse my work using a business example.	I can partially analyse my work using a business example.	I can confidently analyse my work using a business example.	I can expertly analyse my work using a business example.
Evaluation	I need to be able to evaluate my work based on my analysis.	I can partially evaluate my work by making a limited judgement based on my analysis.	I can confidently evaluate my work by making judgements based on my analysis.	I can expertly evaluate my work by making fully supported critical judgements based on my analysis.
 K knowledge				
2.1 Skills and characteristics of entrepreneurs	I understand what is meant by an entrepreneur.	I can identify the skills and/or characteristics of an entrepreneur.	I can clearly identify the skills AND characteristics of an entrepreneur.	I can give a detailed description of the skills and characteristics of an entrepreneur.
2.2 Entrepreneurs	I can identify an entrepreneur.	I can identify an entrepreneur.	I can identify 2 different entrepreneurs.	I can identify 3 different entrepreneurs including at least one in MK.
2.3 Skills and characteristics of a real entrepreneur	I can carry out basic research about a local entrepreneur's skills or characteristics.	I can identify the enterprise skills and/or characteristics of the entrepreneur(s) identified in 2.2.	I can identify the enterprise skills AND characteristics of the entrepreneur(s) identified in 2.2.	I can compare the skills and characteristics of different entrepreneurs identified in 2.2.
2.4 Researching target markets	I understand what is meant by a target market.	I can research the target market of an entrepreneur / business.	I can demonstrate a clear understanding of an entrepreneur's target market.	I can show detailed research of a target market, using more than one source.

