





## VCert: ASK Yourself!

**Subject: VCert in Business and Enterprise - Level 1**

**Unit: 4 – Outline and take part in a business or enterprise project – Criteria 1.1 to 1.3 and 2.1**

	Launching 1-2	Developing 3-4 (pass)	Progressing 5-6 (merit)	Mastering 7-9 (distinction)
 <b>S</b> skills				
<b>Application</b>	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.
<b>Analysis</b>	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.
<b>Evaluation</b>	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.
 <b>K</b> knowledge				
<b>1.1 Select an appropriate project</b>	I need to select an appropriate project.	I can select an appropriate project.	I can justify why I have selected a project.	No Distinction for this AC.
<b>1.2 Aims and objectives</b>	I understand what is meant by aims and objectives.	I can identify a suitable aim and objective of my project.	I can identify an aim and three suitable objectives for my project.	I can ensure that at least one of my three objectives is a SMART objective.
<b>1.3 Conducting basic primary and secondary research</b>	I can define primary and secondary research.	I can conduct basic primary or secondary research for my project.	I can conduct suitable primary or secondary research for my project.	I can conduct suitable primary and secondary research for my project.
<b>2.1 Outline a basic project plan</b>	I need to outline a basic project plan.	I can outline a basic plan to include: Aims / objectives Research Marketing plan Finance plan Risks or rewards.	I can outline a clear plan to include: Aims / objectives Research Marketing plan Finance plan Risks or rewards.	I can outline a well-structured plan to include: Aims / objectives Research Marketing plan Finance plan Risks and rewards.

