

Unit Title: Enterprise Awareness
Unit Level: Level 2
Unit Credit Value: 3
GLH: 18
LASER Unit Code: WJE816
Ofqual Unit Code: M/507/1505

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the enterprise environment.	1.1	Describe an enterprise to include: a) type b) size c) main product/service it provides d) main customer or market for this service/product e) main competitor in the market place f) how products/services are promoted.
		1.2	Outline the external influences on the chosen enterprise to include: a) competitive factors b) legal factors.
2.	Understand finance and enterprise.	2.1	Explain why finance is important for enterprises.
		2.2	Identify the different sources of finance available to enterprises.
		2.3	Explain what is meant by cash flow.
		2.4	Outline why it is important for an enterprise to control its cash flow.
3.	Understand resources within enterprise.	3.1	Outline why resources are important to enterprises.
		3.2	Identify a physical resource and a human resource essential to enterprises.
		3.3	Outline why it is important for enterprises to manage the use of their resources effectively.

Assessment Guidance:

NA

Additional Information:

NA