

SFEDI[®] AWARDS THE AWARDING ORGANISATION
FOR ENTERPRISE

QUALIFICATION PURPOSE STATEMENT

**LEVEL 3 CERTIFICATE IN EXPANDING AND GROWING A
SMALL OR MEDIUM ENTERPRISE (SME) (QCF)**

601/7175/3

‘Once we rid ourselves of traditional thinking we can get on with creating the future ’

James Bertrand

QUALIFICATION OVERVIEW

WHO IS THIS QUALIFICATION FOR?

This qualification is aimed at business owners and/or employees who wish to gain the knowledge and skills in order to expand and grow their SME (Small or Medium Enterprise). You will be able to take time out of your business to work ON your business and you will achieve a Level 3 Certificate specifically designed to help you grow your business and increase your profits.

Some information can be found at the end of this document (Annex 1) that will help you understand the different levels and sizes of qualifications available.

WHAT QUALIFICATIONS/LEVELS OF ATTAINMENT DOES A LEARNER NEED TO TAKE THIS QUALIFICATION? ARE THERE ANY AGE RESTRICTIONS?

This qualification is aimed at people over 19 years of age.

There are no formal entry requirements, however, in order to benefit from undertaking the qualification you should at least possess communication skills sufficient enough to allow you to meet the assessment requirements and either be a business owner and/or employee who has responsibility for expansion plans.

WHAT DOES THIS QUALIFICATION COVER?

This is a Qualifications Credit Framework (QCF) regulated qualification, containing 8 core units to be completed and the minimum amount of time you will need to spend to complete your qualification is 170 hours.

The core units cover:

- **Planning for Growth** - this unit will help you understand the risks and opportunities of growth to a business and show you how to construct a growth plan
- **Developing Growth Using the Business Chassis Concept** - this unit will help you understand the importance of the business chassis in planning for business growth and help you develop a business chassis for your own business
- **Developing Growth Through Market Research** - this unit will help you understand how a business makes use of questionnaires to support growth strategies; design a growth focussed customer research questionnaire; carry out customer research and then analyse and use the data
- **Developing Growth Through Pricing Strategies** - this unit will help you understand the methods used to develop a pricing strategy and put one into place for your own business
- **Developing Growth Through Marketing Plans** - this unit will help you understand the marketing techniques a business can use to promote a product or service; the importance of a marketing plan to a business and also help you produce a marketing plan of your own
- **Developing Growth Through Social Media Strategies** - this unit will help you understand the social media channels that can be used by organisations to support innovation and growth; the legalities and etiquette that can be used by organisations to support innovation and growth and how to produce business blogs that encourage readership
- **Developing Growth Through Financial Planning** - this unit will help you understand how to evaluate financial options to fund growth in a business; understand the management of cash flow within a business and its effect on growth strategies and how to manage a cash flow within a business to support growth
- **Developing Growth Through Tendering Opportunities** - this unit will help you understand where potential tendering opportunities can be found; the importance of tender readiness checks to an organisation; how

partner organisations can support tendering opportunities and how to develop a business proposal for a tendering opportunity

You will have an initial assessment with your learning provider where any individual learning needs you may have will be reviewed and appropriate support put in place, then you will attend sessions with your learning provider allowing you to gain the skills and knowledge required to produce a portfolio of evidence demonstrating your learning and achievement against the requirements of the qualification.

WHAT COULD THIS QUALIFICATION LEAD TO?

WILL THIS QUALIFICATION LEAD TO EMPLOYMENT, AND IF SO, IN WHICH JOB ROLE AND AT WHAT LEVEL?

This qualification will help you develop skills and knowledge to grow a business. If you are not already a business owner but have a business idea you may want to put these skills into practice by setting up your own business. You could also further your career prospects with an existing or new employer by being able to demonstrate these skills.

WILL THE QUALIFICATION SUPPORT PROGRESSION TO FURTHER LEARNING, IF SO, WHAT TO?

If you would benefit from further development of your business skills and knowledge, you could progress to other qualifications either at the same or a higher level. The table below outlines this qualification and then possible follow on learning opportunities that are available through SFEDI Awards. Further information and support can be accessed by speaking to a member of the SFEDI Awards team.

You could also progress into any other vocational learning of your choice and do other qualifications or, if you are in employment, you could undertake an Apprenticeship in the relevant industry area you are working in or you could go on to work towards the Enterprise Apprenticeship.

QUALIFICATION NAME	CREDIT VALUE	GUIDED LEARNING HOURS
Level 3 Certificate in Expanding and Growing a Small or Medium Enterprise (SME)	17	170
Level 3 Award in Understanding and Evaluating Export Potential	6	36
Level 3 Award in Understanding and Planning Age Diversity Management	6	36
Level 3 Award in Understanding and Planning Business Resilience	4	16
Level 3 Award in Understanding and Planning New Market Development	6	44
Level 5 Award in the Management and Implementation of an Enterprise Venture	7	35
Level 5 Diploma in Innovation and Growth	120	520
Level 6 Certificate in the Management and Implementation of an Enterprise Venture	15	70
Level 7 Certificate in the Management and Implementation of an Enterprise Venture	13	63

IF THERE ARE LARGER AND/OR SMALLER VERSIONS OF THIS QUALIFICATION AT THE SAME LEVEL, WHY SHOULD A LEARNER TAKE THIS PARTICULAR ONE?

This is the only qualification available from SFEDI Awards in Expanding and Growing an SME (Small or Medium Enterprise).

QUALIFICATION SUPPORT

WHO SUPPORTS THIS QUALIFICATION?

This qualification has been designed in conjunction with the IOEE, the UK professional Institute of Enterprise and Entrepreneurs. They acknowledge the work we have carried out with Colleges and Providers in the formulation of this qualification to ensure it meets the requirements of the market.

In recognition of this work, the IOEE has agreed to provide one year's free study membership to any learner undertaking this qualification that allows you to take advantage of the following benefits:

- regular information on what's happening through the IOEE Enterprise and Mentoring Monthly newsletter, including case studies of people just like you who are becoming more enterprising
- opportunities to meet business owners in their online communities who are happy to share how they have been there, done it, got the t-shirt and continue to wear it
- enterprise resources including videos and articles to enhance your understanding of enterprise and enterprise support
- the chance to meet other members through their meet a mentor and networking events
- a chance to compare notes with other entrepreneurs and business support professionals through the online groups and forums
- a chance to promote yourself and your business to other IOEE members through the IOEE profile page

This qualification is also supported by:

BH Financial Tuition	http://www.bh-financial-tuition.co.uk/
Clarke Holland	http://www.clarkeholland.com/
Enterprise Made Simple	http://www.enterprisemadesimple.co.uk/
Enterprise North Yorkshire	http://www.businessinspiredgrowth.com/
Ithica Films	http://ithicafilms.com/
Stockton on Tees Borough Council	https://www.stockton.gov.uk/economic-regeneration-and-transport/
Space Design Associates	http://www.spacedesignassociates.co.uk/
Tees Valley Unlimited	https://www.teesvalleyunlimited.gov.uk/
Westray Recruitment Consultants	http://www.westrayrecruitment.co.uk/

Letters of support are available on request.

FURTHER INFORMATION

More information regarding this qualification, who delivers it, where and how, can be found on the SFEDI Awards website.

More information regarding the Institute of Enterprise and Entrepreneurs can be found at:

<http://www.ioee.co.uk/>

ANNEX 1

Regulated qualifications in England, Wales and Northern Ireland are in one of the following frameworks:

- National Qualifications Framework (NQF)
- Qualifications and Credit Framework (QCF)
- Framework for Higher Education Qualifications (FHEQ)

SFEDI Awards qualifications are on the QCF and the table below shows you how the most common qualifications compare. The levels show you how difficult a qualification is.

Level	NQF examples	QCF examples	FHEQ examples
Entry	Entry level certificate Entry level Skills for Life	Entry level award, certificate and diploma Entry level Functional Skills Entry level Foundation Learning	
1	GCSE (grades D-G) Key Skills level 1 NVQ level 1 Skills for Life level 1 Foundation diploma	BTEC award, certificate and diploma level 1 Foundation Learning level 1 Functional Skills level 1 OCR National	
2	GCSE (grades A*-C) Key Skills level 2 NVQ level 2 Skills for Life level 2 Higher diploma	BTEC award, certificate and diploma level 2 Functional Skills level 2	
3	AS and A level Advanced Extension Award Cambridge International award International Baccalaureate Key Skills level 3 NVQ level 3 Advanced diploma Progression diploma	BTEC award, certificate and diploma level 3 BTEC National OCR National Cambridge National	
4	Certificate of higher education Key Skills level 4 NVQ level 4	BTEC Professional award, certificate and diploma level 4	Certificate of higher education HNC
5	HND NVQ level 4 Higher diploma	BTEC Professional award, certificate and diploma level 5 HNC HND	Diploma of higher education Diploma of further education Foundation degree HND

Level	NQF examples	QCF examples	FHEQ examples
6	NVQ level 4	BTEC Advanced Professional award, certificate and diploma level 6	Bachelor's degree Graduate certificate Graduate diploma
7	BTEC Advanced Professional award, certificate and diploma level 7 Fellowship and fellowship diploma Postgraduate certificate Postgraduate diploma NVQ level 5	BTEC Advanced Professional award, certificate and diploma level 7	Master's degree Postgraduate certificate Postgraduate diploma
8	NVQ level 5	Vocational Qualification level 8	Doctorate

EXPLANATION OF QUALIFICATION SIZES

All QCF qualifications are awarded a 'credit' value. One credit generally equals 10 hours of learning which helps you to estimate how much time you will need to gain a qualification. You can gain three types of qualifications:

Awards - 1 to 12 credits (10 to 120 hours of learning)

Certificates - 13 to 26 credits (130 to 260 hours of learning); and

Diplomas - 37 credits or more (370 hours of learning or more)

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