



Non-exam assessment: Internal Synoptic Project

NCFE Level 1/2 Technical Award in Business and Enterprise
(603/7004/X)

Learner copy

SAMPLE

DRAFT

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Introduction

The internal non-exam assessment is a formal internal synoptic assessment that requires the learner to independently apply an appropriate selection of knowledge, understanding, skills and techniques, developed through the full course of study, in response to a real-world situation, to enable them to demonstrate an integrated connection and coherence between the different elements of the qualification.

The non-exam assessment will contribute **60%** towards the overall qualification grade and therefore it is important that the learner produces work to the highest standard that they can. The learner, therefore, should not be entered for the internal synoptic project until they have been taught the full course of study, to ensure that they are in the best position to complete the internal synoptic project successfully.

What is synoptic assessment?

Synoptic assessment is an important part of a high-quality vocational qualification because it shows that learners have achieved a holistic understanding of the sector and that they can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives in an integrated way. The Department for Education (DfE) has consulted with Awarding Organisations and agreed the following definition for synoptic assessment:

“A form of assessment which requires a candidate to demonstrate that s/he can identify and use effectively in an integrated way an appropriate selection of skills, techniques, concepts, theories, and knowledge from across the whole vocational area, which are relevant to a key task.”

Synoptic assessment enables learners to show that they can transfer knowledge and skills learnt in one context to resolve problems raised in another. To support the development of a synoptic approach, the qualification encourages learners to make links between elements of the course and to demonstrate how they have integrated and applied their increasing knowledge and skills.

As learners progress through the course, they will use and build upon knowledge and skills learnt across units. The internal synoptic project will test the learners' ability to respond to a real-world situation.

Information for learners

Introduction

The internal non-exam assessment is a formal assessment that will contribute **60%** towards your overall qualification grade. It takes the form of a synoptic project that will require you to draw on your knowledge and understanding of the entire qualification, it is therefore important that you produce work to the highest standard that you can.

You will be assessed on your ability to independently select, apply and bring together the appropriate knowledge, understanding, skills and techniques you have learnt throughout your course of study, in response to a brief, set in a real-world-situation.

The non-exam assessment will be assessed holistically using a levels of response mark grid and against 5 integrated assessment objectives. These assessment objectives and their weightings are shown below.

Assessment objective (AO)
AO1 – Recall knowledge and show understanding The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding. 18 marks (15%)
AO2 – Apply knowledge and understanding The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations. 30 marks (25%)
AO3 – Analyse and evaluate knowledge and understanding The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions. 20 marks (16.66%)
AO4 – Demonstrate and apply relevant technical skills, techniques, and processes The emphasis here is for learners to demonstrate the essential technical skills relevant to the vocational sector, by applying the appropriate processes, tools, and techniques. 40 marks (33.34%)
AO5 – Analyse and evaluate the demonstration of relevant skills and techniques The emphasis here is for learners to analyse and evaluate the essential technical skills, processes, tools, and techniques relevant to the vocational sector. 12 marks (10%)

Suggested completion time

You have been provided with a total of **18** hours to complete this non-examined assessment plus an additional **3** hours to complete research required in task 2.

You may use some or all of the time provided for each task.

You are allowed to use time given to one task and use some of that time on another task where required.

You are not allowed to exceed the total number of hours.

You should not start your internal synoptic project until you have been taught the full course of study. This will ensure that you are in the best position to complete the internal synoptic project successfully.

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NCFE Level 1/2 Technical Award in Business and Enterprise (603/7004/X)

Non-exam assessment: Internal Synoptic Project

Sample

To be given to learners on or after 5 January 2021.

Learner instructions

- Read the project brief carefully before you start the work.
- You **must** clearly identify and label all of the work you produce during the supervised time.
- You **must** hand in all of your work to the supervisor at the end of each timed session.

Learner information

- This NEA assessment will assess your knowledge and understanding from across the qualification.
- Total marks **120**.
- The suggested completion time for this internal synoptic project is **18 hours plus 3 hours** of research time.
- All of the work you submit **must** be your own.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Centre number

Learner number

Learner signature _____

Project brief

You are the owner of IsaFlo Ltd. IsaFlo makes a range of office furniture such as desks and chairs. The brand is known for its high quality and excellent design.

Customer service is rated at 98% positive and less than 0.1% of furniture is returned due to poor quality.

IsaFlo operates in a very competitive environment and sales of its furniture have failed to increase over the last 3 years.

You want IsaFlo to expand into the outdoor furniture market to generate sales.

The outdoor furniture will be sold direct to the public and customers will only be able to order the furniture through IsaFlo's website.

Batch production will be used to make the furniture. To keep stockholding costs down the business uses a just in time method of stock control. Manufacturing of the furniture will take place in IsaFlo's factory based in the Midlands.

Finance will be required to fund development and production of the outdoor furniture.

You need to consider sources of finance.

Using all relevant materials, you are required to create a project plan, complete research and create a business plan that could be presented to an organisation to raise finance.

You should use the following appendices to help you.

List of appendices

Appendix 1: Forecast costs for new range of garden furniture

Appendix 2: Forecast sales of sets of new range of garden furniture

Appendix 3: Forecast UK sales of outdoor furniture from sustainable sources

Appendix 4: Extract from article on Globenewswire.com

Appendix 1

Forecast costs for new range of garden furniture

Variable cost per set of chairs	£510
Interest on loan per year	£21 500
Other fixed costs per year	£150 000

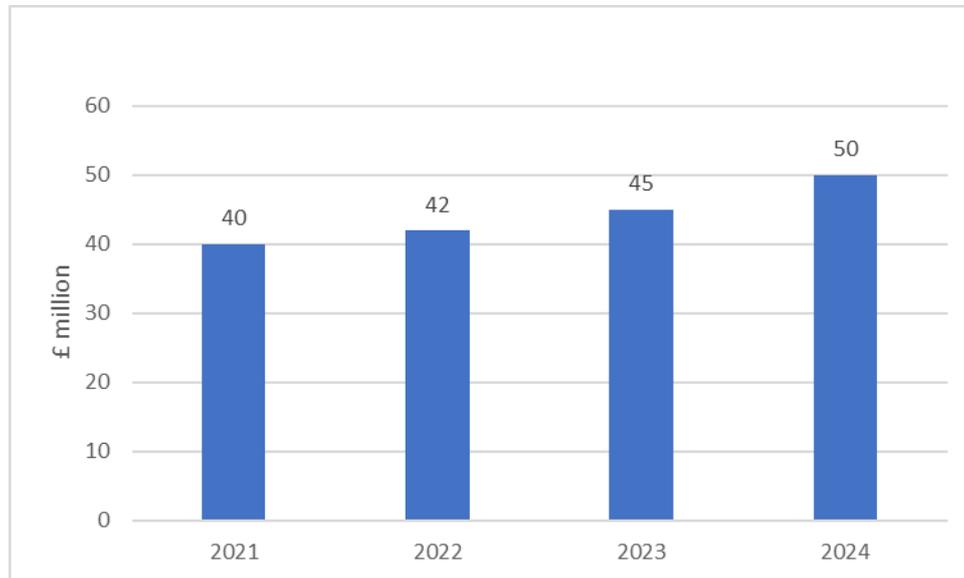
Appendix 2

Forecast sales of sets of new range of garden furniture

Year 1	Year 2	Year 3
200	800	1200

Appendix 3

Forecast UK sales of outdoor furniture from sustainable sources



Source: Garden Furniture Trends ABC PLC.

Appendix 4

Extract from article on Globenewswire.com

'Buyers want sustainable products; and over one-third will pay 25% more for them.'

Source Globenewswire.com

Project instructions:

In order to succeed in gaining business finance you need to produce a full portfolio which is to include:

1. Business and enterprise planning (2 hours)
2. Research (4 hours plus 3 hours' research time)
3. Business plan (13 hours)
4. Review and evaluation (2 hours)

Assessment tasks

Task 1 – Business and enterprise action planning	
Recommended time	2 hours
Content areas assessed	1. Entrepreneurship, business organisation and the importance of stakeholders
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
<p>You are required to:</p> <ul style="list-style-type: none"> demonstrate that you understand what it means to be an entrepreneur by developing an action plan to enable you to develop an effective business plan that will support IsaFlo's application for finance include in your action plan a description of the business and its plans for the future, identification of key points from the sources provided and identifying other sources of information. Finally, you should develop a timeline identifying the key dates at which you will complete each task. <p>You should also provide evidence to support and justify your selections and decisions.</p> <p style="text-align: right;">[12 marks]</p>	
Evidence	<p>Action plan to include:</p> <ul style="list-style-type: none"> business summary business plans for the future identification of key points from the brief and appendices potential sources of other information timeline (how will you spend the 18 hours given). <p>You could use the following formats to provide evidence for your research:</p> <ul style="list-style-type: none"> written report graphs and charts timescale plan.

Task 2 – Research	
Recommended time	4 hours plus 3 hours for research
Content areas assessed	2. Market research, market types and orientation and marketing mix
Assessment objectives	AO1 – 6 marks AO2 – 6 marks AO3 – 8 marks
<p>You are required to:</p> <ul style="list-style-type: none"> • undertake research to inform the business plan that will be used to gain finance for the expansion plans of IsaFlo. This should include both primary and secondary data, and both qualitative and quantitative data • provide research into the following: competitor analysis, marketing, people and operations and finance • provide a written report of your findings that included a justification as to why the research methods were selected. <p style="text-align: right;">[20 marks]</p>	
Evidence	<p>Your evidence must include:</p> <p>Information and sources of information relating to:</p> <ul style="list-style-type: none"> • competitor analysis • marketing • people and operations • finance. <p>You must also:</p> <ul style="list-style-type: none"> • provide a summary of the pieces of research that considers how this affects IsaFlo • justify why you selected and undertook each piece of research • provide your internet browsing history used for research and planning purposes. <p>You could use the following formats to provide evidence for your research:</p> <ul style="list-style-type: none"> • written report • annotated diagrams • digital presentation • graphs and charts • video.

Task 3 – Business plan	
Recommended time	10 hours
Content areas assessed	2. Market research, market types and orientation and marketing mix 3. Human resources requirements for a business and enterprise 4. Operations management 5. Business growth 6. Sources of enterprise funding and business finance 7. The impact of external environment on business and enterprise 8. Business and enterprise planning
Assessment objectives	AO1 – 8 marks AO2 – 20 marks AO3 – 8 marks AO4 – 40 marks
You are required to: <ul style="list-style-type: none"> produce a comprehensive business plan that focuses on IsaFlo and the expansion plans. <p style="text-align: right;">[76 marks]</p>	
Evidence	<p>Your evidence must include:</p> <p>A fully completed business plan that includes:</p> <ul style="list-style-type: none"> executive summary company description market analysis marketing people and operations financial plan. <p>Present your business plan in an appropriate format.</p> <p>You must include your internet browsing history used for research and planning purposes.</p> <p>You could use a range of the following to provide evidence for your plan:</p> <ul style="list-style-type: none"> written plan annotated diagrams digital presentation screen shots spreadsheets graphs and charts designs.

Task 4 – Review and evaluation	
Recommended time:	2 hours
Content areas assessed:	1. Entrepreneurship, business organisation and the importance of stakeholders
Assessment objectives:	A05
<p>You are required to:</p> <p>Evaluate your preparation for business planning and the final business plan. Review each stage of the project, considering areas of strength and areas for improvement.</p> <p>As a minimum your evaluation must include a consideration of:</p> <ul style="list-style-type: none"> • the accuracy of your business summary • the accuracy of the timeline. Did you need to amend it and, if so, why? • whether your research was effective. Did it provide relevant and sufficient information to allow you to complete the tasks? If not, how could it be improved? • which section of business plan were most difficult to complete and why? How could you have improved the business plan? <p style="text-align: right;">[12 marks]</p>	
Evidence	<p>You must provide:</p> <ul style="list-style-type: none"> • your review / evaluation. <p>You could use the following formats to provide evidence of your evaluation:</p> <ul style="list-style-type: none"> • written responses • annotated screenshots • digital presentation.

This is the end of the non-exam assessment

Documentation

Declaration of authenticity

The learner and assessor must complete the form at the end of the assessment and before any marking takes place. The assessor must check the number of tasks submitted by the learner is accurate.

The completed form must be retained within the centre and is not to be sent to the moderator or NCFE unless specifically requested.

Learner name:	
Task(s) submitted:	
Learner declaration:	
I certify that the work submitted for this internal synoptic project is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	
Learner signature:	
Date:	

Assessor name:	
Assessor declaration:	
I certify that the work submitted is the learner's own. The learner has clearly referenced any sources used in the work. I confirm that all work was conducted under conditions designed to assure the authenticity of the learner's work.	
Assessor signature:	
Date:	

NB: Once completed, the declaration of authenticity must be stored securely within the centre, in line with the following NCFE Regulations for Conduct of NEA. A copy of this declaration form must be made available to NCFE upon request.