



T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief - Task 1

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Project brief

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Student instructions

- read the project brief carefully before starting your work
- you must work independently and make your own decisions as to how to approach the tasks within the employer set project
- you will be issued with your pre-release research carried out in response to the pre-release task and this will have been checked for suitability by your tutor
- you must clearly name and date all of the work that you produce during each supervised session
- you must submit all of your work to a secure area provided by your tutor at the end of each supervised session following the instructions for each task
- you must not work on the assessment in between supervised sessions
- some tasks will permit the use of the internet for specific reasons – this information will be provided, where relevant, in the additional guidance section for each task

Student information

- this employer set project will assess your knowledge, understanding and skills from across the core content of the qualification
- tasks 1 and 3 will also assess your English and task 3 will assess your digital skills
- in order to achieve a grade for the core component, you must attempt both of the external examinations and the employer set project
- the combined marks from these assessments will be aggregated to form the overall core component grade (A* to E and U) – if you do not attempt one of the assessments, or fail to reach the minimum standard across all assessments, you will receive a U grade
- the maximum time you will have to complete all tasks for this employer set project is 15 hours:
 - your tutor will explain how this time is broken down per task and will confirm with you if individual tasks need to be completed across multiple sessions
- at the end of each supervised session, your tutor will collect all employer set project assessment materials before you leave the room
- you must not take any assessment material outside of the room, for example, via a physical memory device
- you must not upload any work produced to any platform that will allow you to access materials outside of the supervised sessions (including email)
- you can fail to achieve marks if you do not fully meet the requirements of the task, or equally if you are not able to efficiently meet the requirements of the task

Plagiarism

Plagiarism may result in the external assessment task being awarded a U grade.

Presentation of work

- all of your work should be completed electronically using black font, Arial size 12pt, and within standard border sizes unless the task requires you to use other forms of presentation, for example in the context of a digital slides presentation
- all your work should be clearly labelled with the relevant task number and your student details and be legible, for example, front page and headers
- electronic files should be named using the following format: Surname_Initial_learner number_Task number_evidence reference, for example: Smith_J_123456789_Task1_Gantt chart.pdf for identification purposes – where evidence reference is shown, this should be replaced with the task number for which the work reflects and saved in a .pdf format
- all pages of your work should be numbered in the format 'page X of Y', where X is the page number and Y is the total number of pages
- you must complete and sign the External assessment cover sheet (EACS) – declaration of authenticity form and include it at the front of your assessment task evidence when it is submitted
- you must submit your evidence to the secure area at the end of each session

Brief

You are employed as a digital data technician within a market research team. Your employer wants you to gather and analyse data relating to the expansion of their product range.

Your employer, LuxClink is an importer of premium soft drinks. The business has operated in the UK for 7 years, selling a range of products. It has mainly supplied restaurants and cafes. The management of the business have noted an opportunity with the increase in home shopping and believe they can sell products as both an economy and upmarket brand. The business operates from a warehouse in Dover, importing goods from France and selling them around the UK.

The main aims of the business are to expand its range of products and to expand into business to consumer (B2C) markets. The business owners are keen to understand how they can use data to target market segments efficiently.

LuxClink has a large amount of product and market data from internal and external sources:

- regional sales data – showing the number and value of sales to consumers in different postcodes
- client details – data on customers
- economic data – data on the level of income of different groups
- quality data – luxury food and drink industry data about the quality of different premium drinks

LuxClink is planning to conduct focus groups with a range of different customers to investigate the perceptions of different products.

The business is planning to build a system to store and manage their information. This will be a database of key performance indicators (KPIs) which can be reviewed by management staff and field sales staff. The database will contain commercially confidential information and will need to be secure.

The owners of the business want you to explain how their internal data, and appropriate data from external sources, could help them plan the expansion of their product range.

You should focus on how LuxClink will be able to appeal directly to the consumer through online channels. This should be ready for the launch of the new line of products in January next year.

Task 1

You must read the information on all pages provided for this task before starting your response.

(18 marks)

This includes 2 marks for English skills

Scenario:

You have been asked to contribute to a planning meeting with staff in the marketing department. The items that need to be considered in the planning meeting include:

- the business context of LuxClink
- appropriate methods of analysing data
- risks of storing and analysing data
- key influences on the success of the expansion into a new market segment
- internal and external stakeholders in the project
- key aims and objectives of the project

Your line manager would like you to assess the project considerations and potential risks, alongside the detail provided in the brief, and provide your input to the project. Your line manager has sent you a list of the project activities. These are shown in Table 1.

Table 1

Activity	Dependencies	Description	Duration (weeks)
A	-	Board approval of expansion proposal	2
B	A	Sourcing data	2
C	B	Clean and analyse data	3
D	A	Consult suppliers	4
E	C,D	Build Website	6
F	A,C	Plan Marketing Campaign	8
G	E,F	Launch Range	1

Instructions for students

Using the information provided above and in the brief, you should create a Gantt chart that structures the order of the project activities. You then need to email your line manager, using the provided template, with your justifications for your decisions.

1. Your Gantt chart should:

- demonstrate what you consider to be the most effective order to consider the project activities
- have an effective design and communicate the project dependencies

(8 marks)

2. Your email should:

- provide justification for the relationships presented in the Gantt chart
- explain any project dependencies
- explain any potential risks and issues that your decisions could have on the end project.

(8 marks + 2 marks for English skills)

Evidence requirements

When you have completed this task, you should save your work in the formats listed below:

- a Gantt chart submitted at the end of task 1 in a .pdf format.
- an email, using the template provided, saved in a .pdf format.
- a copy of your internet browsing history, saved in a .pdf format.

You should title your work as below:

Surname_Initial_learner number_Task number_evidence reference

For example:

- Smith_J_123456789_Task1_Gantt chart.pdf

Additional guidance

You will be provided with your pre-release research at the start of this task for reference only.

Internet access is available for this task to allow you to use online resources to help you create your Gantt chart, if needed. A copy of your internet browsing history must be submitted as part of your evidence for this task.

You will be provided with an email template for this task.

You will have access to a word processing application or other suitable software to enable you to complete this task.

On completion of the task, you should save your Gantt chart and email in a .pdf format before submitting to a secure area. Your tutor will provide you with further details.

The evidence for Task 1 will be marked in this form; however, you will be able to refer to your submitted work for future tasks where relevant.

Access to previous class notes/teaching materials is not permitted.

All the materials from the pre-release and the brief will be available throughout the duration of task 1.

You are permitted to have up to a maximum of 15 minutes rest break during this task. This must be supervised.

Time for completion

Maximum of 3 hours.

Document information

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