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**ASSIGNMENT BRIEF – BTEC**

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| **Course/Qualification** | | | BTEC Level 3 Extended Diploma in Creative Media Production | | | |
| **Unit Number(s) and Title covered** | | | Unit 15: Developing a Small Business in the Creative Media Industries | | | |
| **Assignment Title and Number** | | | Assignment 3: Small Media Business Start-up Proposal | | | |
| **Student Name** | | | Lewis Hawkins | | | |
| **Assessor** | | Bradley Chinn | | **Internal Verifier** | David Matravers | |
| **Date issued** | | 27.03.2019 | | **Submission deadline** | 16.05.2019 at 16:30 | |
| **Assessment Criteria** | **To achieve the criteria, the evidence must show that the student is able to:** | | | | | **Assessor confirm met** |
| **P3** | Prepare an appropriate start-up proposal for a small business in the creative media sector with some assistance | | | | |  |
| **M3** | Prepare a competent startup proposal for a small business in the creative media sector with only occasional assistance. | | | | |  |
| **D3** | Prepare a start-up proposal for a small business in the creative media sector that reflects near-professional standards, working independently to professional expectations. | | | | |  |

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| **Assessor feedback - 1st submission** | | | | | | | |
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| **Did the learner meet the original deadline or agreed extension?** | | Yes  No | | | | | |
| **Assessor signature** |  | | | | **Date** | |  |
| **Resubmission authorised?** | | Yes  No | | | | | |
| **New agreed deadline date for submission** *\* must be within 15 days of receiving original assignment back* | |  | | | | | |
| **Lead Internal Verifier signature** |  | | | **Date** | |  | |
| **Assessor feedback - Resubmission** | | | | | | | |
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| **Assessor signature** (resubmission only) |  | | **Date** | | | |  |

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| **Vocational Scenario/Industrial Context** |
| You are required to build a proposal for a small business. This can be for any creative media production in the industry (3D Modelling, Games Development, TV show etc.) and you can work in groups for the project.  The investor will schedule appointments with individuals/groups in order to meet the deadline set in the brief. |
| **Task One – P3, M3, D3** |
| You are require to build a presentation (with notes) individually or in a group for the business proposal.  These will then be recorded and observations will be completed by the investor whether you have an idea which is feasible.  The following bold headings **will** need to be covered and **should** cover italic headings:  **Ideas**: *linked to own media skills; demand from an audience or client; continuity of work*  **Sources of work**: *market trends; demand for new business; market research; published research; interdependent relationships with other companies; competitor trends*  **Staffing**: *staff skills profile; recruitment; training; performance monitoring; skill adaptation*  **Business proposal:** *reviewing information and ideas; setting targets and goals; purpose of plan; components (type of business, likely client base, market, direct and indirect competitors); resources (personnel, physical, financial, service providers); financial and profit forecasts; opportunities for growth and development; SWOT analysis (strengths, weaknesses, opportunities and threats); distinctive features; contingencies* |
| **Evidence you must produce for this task** |
| A fully developed proposal, Pitch notes and slides, Recording of pitch, Tutor observations and witness statements |
| **Sources of information** |

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| **Textbooks**  Baylis P, Freedman A, Procter N et al – BTEC Level 3 National Creative Media Production, Student Book  (Pearson, 2010) ISBN 978-1846906725  Baylis P, Freedman A, Procter N et al – BTEC Level 3 National Creative Media Production, Teaching Resource  Pack (Pearson, 2010) ISBN 978-1846907371  Deakins D – Entrepreneurship and Small Firms (McGraw-Hill, 1996) ISBN 978-0077121624  Golzen G – Working for Yourself, 18th Edition (Kogan Page, 1998)  Oates D – The Small Business Bible (Arrow, 1995) ISBN 978-0099439219  Stokes D R – Small Business Management (Thompson Learning, 2002) ISBN 978-0826456793  Vass J – The ‘Which?’ Guide to Starting Your Own Business (Which Books, 1999) ISBN 978-0852029305  Wisdom J – Checklists and Operating Forms for Small Businesses (John Wiley & Sons, 1997)  ISBN 978-0471115625  **Websites**  www.abi.org.uk – the Association of British Insurers  www.bbc.co.uk – BBC website which provides access to related resources via its webwise sub-directory  www.britishchambers.org.uk – business support, offering a ready-made management support team for any  business, anywhere in the UK  www.businesslink.gov.uk – a website managed by the Department of Trade and Industry, offering practical  advice for small businesses, including advice on starting up  www.bvca.co.uk – represents the vast majority of venture capital and private equity in the UK and is  dedicated to promoting the industry for the benefit of entrepreneurs, investors, its practitioners and the  economy as a whole  www.cim.co.uk – the Chartered Institute of Marketing  www.companies-housegov.uk – Companies House  www.dti.gov.uk – the Department of Trade and Industry  www.enterprisezone.org.uk – the Enterprise Zone  www.e-technologies.co.uk – provides a number of interactive business support tools  www.ft.com – provides topical editorial from The Financial Times  www.gamasutra.com – a comprehensive website on the games development industry run by Game  Developer magazine and Gamasutra, covering industry news, jobs, and education  www.hsegov.uk – the Health and Safety Executive  www.inlandrevenuegov.uk/home.htm – the Inland Revenue  www.lloydstsbbusiness.co.uk – Lloyds TSB Small Business Guide  www.sfedi.org.uk – the Small Firms Enterprise Development Initiative  www.skillset.org – Skillset, the Sector Skills Council for the creative media sector | | | | |
| **Student checklist** | | | | **Complete?** |
| Proofread | | | |  |
| Reference List (if applicable) | | | |  |
| All pages attached and numbered – including introduction/conclusion/front sheet | | | |  |
| **Authenticity of Evidence Student declaration** | | | | |
| I certify that the evidence submitted for this assignment is my own.  I have clearly referenced any sources used in the work.  I understand that false declaration of authenticity (i.e. plagiarised work) is a form of academic misconduct and the relevant College procedures will be instigated if I am found to be in contravention of these. | | | | |
| **Student signature** |  | **Date of submission** | 15/05/19 | |
| **Re-authentication of Evidence Student declaration *(for resubmission only)*** | | | | |
| **Student signature** |  | **Date of resubmission** |  | |