

Course Specification

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Award and programme title: EQF Level 5 Course in Online Entrepreneurship

Level of qualification: EQF 5

Length and status of programme and mode of study

Full-time, 6 months, Blended Learning

Part-time, 12 months, Blended Learning

The EQF Level 5 Course in Online Entrepreneurship prepares learners to become online entrepreneurs.

It is designed for those, who:

- hold an RQF Level 3 or EQF Level 4 qualification
- are looking to work in Entrepreneurship and Business Enterprise Sector

Qualification Number: ICAN/5000/OE/04

Operational start date: 25 September 2022

Operational end date: 25 September 2027

Certification end date: 31 May 2029

Qualification operational start and end dates indicate the lifecycle of a regulated qualification. The operational end date is the last date by which learners can be registered on a qualification. Learners have up to 4 years after this date to complete the qualification and claim their certificate.

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About the International Curriculum and Assessment Network (ICAN)

[The International Curriculum and Assessment Network \(ICAN\)](#) has been setup for the accreditation of institutions, training programmes and CPD accreditation. ICAN works with the [Academy for International Science and Research \(AISR\)](#), which is a Private UK College and constituent polytechnic College of the Manipur International University (MIU).

ICAN is the Quality Control Regulatory Body for AISR programmes, while MIU accredits AISR Diplomas, Masters and PhD programmes. ICAN works with those institutions who wish to offer AISR programmes and therefore become an ICAN accredited Centre. ICAN and MIU ensure that AISR's academic and training programmes are recognised as being to the required standard.

Accreditation recognises independent, bespoke courses and training programmes developed by companies, institutions and/or centres in order to meet their employees, students and educators' needs and requirements.

CPD accreditation, Continuing Professional Development, is suitable for businesses, who develop their own specialised training programmes in order to meet their business needs and to provide specialist industry skills for employee progression. Formal recognition of the new skills, knowledge and competence learned is a must when it comes to courses and training programmes. Certificates are a valued source of credibility and you can award your employees with our CPD Certificates.

When developing Courses, Diplomas, Masters, PhDs and CPD accredited courses/training, our expert curriculum panel also works with Sector Skills Councils to ensure that our curriculum is up to date and industry ready and therefore, ensuring that the appropriate National Occupational Standards are met within our curricula.

ICAN is a full member of the Association of Employment and Learning Providers (AELP), which supports us by guaranteeing access to readily understandable, up to date information about changes to the skills and employability sector.

ICAN is a [quality assurance network partner](#) of the International Network for Quality Assurance Agencies in Higher Education (INQAAHE). The INQAAHE is a worldwide association of 300+ organisations active in a theory and practice of quality assurance in higher education.

The European Qualifications Framework (EQF): an overview

ICAN is regulated internationally by the Manipur International University (MIU), who has conferred Certificates, Diplomas and Degree awarding powers to AISR.

The European Qualifications Framework (EQF) is a way of mapping qualifications across EU member countries. The EQF was officially adopted by the European Parliament and the

Council in April 2008. It has two principal aims:

- to promote citizens' mobility between countries and
- to facilitate their lifelong learning.

Qualification Level

The level indicates the difficulty and complexity of the knowledge and skills associated with any qualification. There are eight levels (Levels 1-8) and level 5 belongs to the higher education short cycle.

This EQF Level 5 qualification is classified as ISCED 5B: International Standard Classification of Education; 5B: Programmes that are generally more practical/technical/occupationally specific.

Wide spectrum, dynamic presence

EQF level 5 qualifications appeal to learners as they open up prospects on several fronts – immediate employment, career advancement, and further learning. At the same time, their focus on advanced technical and managerial skills makes them valuable to employers.

Learning outcomes at EQF level 5

Knowledge:

Comprehensive, specialised, factual and theoretical knowledge within a field of work or study and an awareness of the boundaries of that knowledge

Skills:

A comprehensive range of cognitive and practical skills required to develop creative solutions to abstract problems.

Competence:

Exercise management and supervision in contexts of work or study activities where there is unpredictable change; review and develop performance of self and others.

Qualification Size

Size refers to the estimated total amount of time it could typically take to study and be assessed for a qualification. Size is expressed in terms of Total Qualification Time (TQT), and the part of that time typically spent being taught or supervised, rather than studying alone, is known as Guided Learning Hours (GLH).

Qualification Summary

The ICAN Level 5 Course in Online Entrepreneurship has been developed to prepare learners to become online entrepreneurs. The course is of a practical nature, which will give learners the skills to successfully compete in the online digital sales and marketing arena. Although this course is mapped to EQF and RQF, it is a non-regulated course.

Sector Subject Area

Entrepreneurship and Business Enterprise

Qualification Target Group

The qualification is primarily targeted at learners who:

- hold an RQF Level 3 or EQF Level 4 qualification
- are looking to work in Entrepreneurship and Business Enterprise Sector

The course will provide a basis on which learners can progress onto employment. It can also qualify students to enrol to AISR's International Business Degree.

Entry Requirements

Learners should be at least 18 years of age and have an RQF Level 3 or EQF Level 4 qualification.

Coursework Grading

Each successfully completed module will be graded as a pass, merit or distinction.

A pass is awarded for the achievement of all outcomes against the specified assessment criteria. Merit and distinction grades are awarded for higher-level achievement.

The generic merit and distinction grade descriptors listed in Annexe A are for grading the total evidence produced for each module and describe the learner's performance over and above that for a pass grade. Each of the generic merit and distinction grade descriptors should be amplified by use of indicative characteristics which exemplify the merit and distinction grade descriptors.

These give a guide to the expected learner performance, and support the generic grade descriptors. The indicative characteristics should reflect the nature of a module and the

context of the sector programme. The indicative characteristics shown in the table for each of the generic grade descriptors in Annexe A are not exhaustive. Consequently, centres should select appropriate characteristics from the list or construct others that are appropriate for their sector programme and level.

It is important to note that each assessment activity does not need to incorporate all the merit and/or distinction grade descriptors.

Contextualising the generic grade descriptors:

The generic merit and distinction grade descriptors need to be viewed as a qualitative extension of the assessment criteria for pass within each individual module. The relevant generic grade descriptors must be identified and specified within an assignment and the relevant indicative characteristics should be used to place the required evidence in context.

Learners will be awarded a pass, merit or distinction qualification grade using the points gained through the 1 credit based on module achievement:

Module points per credit		
Pass	Merit	Distinction
1	2	3
Example for Level 5 module of 1 credits:		
Pass	Merit	Distinction
1	2	3

Points range	Grade	
10 - 19	Pass	P
20 - 29	Merit	M
30	Distinction	D

Delivery Languages

This qualification is available in English only at this time.

Methods of Assessment

Methods of Assessment will be through practicals, case study analysis, assignments, presentations and observations. All evidence will be internally assessed by qualified centre assessors and internally verified by the approved Centres. External verification visits and monitoring activities will be conducted with Centres annually to confirm the evaluation of risk and compliance and to ensure the integrity of the qualification. With new Centres ICAN will conduct this bi-annually

Module Format

Each module is set out in the following way: Module title, module code and credit value. The aim of each module provides a clear summary of the purpose of the module and is a succinct statement that summarises the learning outcomes of the module.

Learning outcomes

The learning outcomes identify what each learner must do in order to pass the module. Learning outcomes state exactly what a learner should 'know, understand, explain, describe and perform' as a result of completing the module. Learners must achieve all the learning outcomes in order to pass the module.

Structure and Content

Course Modules and Indicative Content based on Learning Outcomes

<p>Conducting Online Market Research and Analysing Online User Trends</p>	<p>Knowledge:</p> <p>By Conducting an Online Market Research, learners will gain a deeper understanding of their target audience, learn about customer behaviours and be able to find new business opportunities. Learners will know the principles of brand development. Learners will know how to develop a business plan.</p> <p>Skills:</p> <p>Develop the skills and knowledge needed to conduct an online market research. Using this knowledge, learners will be able to develop a brand, a business plan, a customer avatar and will be able to identify a niche for their business.</p> <p>Competence:</p> <p>User trend analysis will enable learners to spot a prevalent trend within a user group and/or to determine how a trend developed/would develop over time, which will enable them to adjust their products and/or services. Learners will develop the following competencies: online research skills, analysing and interpreting data to identify patterns and solutions, brand development and customer profile analysis.</p>
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<p>Introducing Online Entrepreneurship</p>	<p>Knowledge: Develop learners' knowledge of how tools such as social media platforms, Search Engine Optimisation and auto responders form part of an effective online marketing strategy, online presence and social environment, which are crucial for the success of online entrepreneurs. Learner will also develop knowledge of the algorithms, which control the social media platforms.</p> <p>Skills: Develop learners' skills on how to set up auto responders and create emails, which will be used in the final email product launch. Develop learners' skills on how to set up business accounts on social media platforms. Learners will be able to manipulate social media platform algorithms in order to achieve a higher ranking on search engines.</p> <p>Competence: This module enables learners to explore the various social media platforms, Search Engine Optimisation and auto responders and how these tools should be managed. Learners will develop the following competencies: Understand how content works on a social web; Optimising content and technology, strategic e-commerce, Creative mind-set, Writing skills for digital marketing and website development.</p>
<p>Creative Thinking and Self-Confidence for a Successful Online Business</p>	<p>Knowledge: Develop learners' knowledge of how creative thinking, self-confidence and goal setting can help the entrepreneur to be successful.</p> <p>Skills: The module will enable learners to develop their soft skills such as creativity, inner resourcefulness, rapport and active listening.</p> <p>Competence: This module forms part of the learners' personal development processes. Learners will develop the following competencies: self-confidence, creative thinking, interpersonal, team working and communication skills.</p>

<p>Development of Online Operational and Logistics Procedures for Your Business</p>	<p>Knowledge:</p> <p>Develop learners' knowledge of operational and logistics procedures and how they provide the basics for performance management and future growth. The module will also enable learners to develop their knowledge about the importance of customer service, pricing, data protection and online security.</p> <p>Skills:</p> <p>These procedures along with customer service will enable students to be able to control the quality of their products, services and processes.</p> <p>Learners will be able to compare and assess the effects of poor and excellent customer service. Learners will be able to choose a pricing model for their own products and be able to install online security onto their online shop and website.</p> <p>Competence:</p> <p>Exercise supervision of the constantly changing online security and data protection policies and regulations. Learners will develop the following competencies: process development, pricing, compliance with data protection and online security rules and regulations, and smart transport modelling.</p>
<p>Further Social Media Platform Awareness</p>	<p>Knowledge:</p> <p>This module aims to develop an in depth knowledge of the importance of social media presence and social media strategy, as a strategic marketing approach. Learners will know about organic traffic and how to become an authority in their field. They will also know how to set up and deliver a social media campaign with justification for their choice of social media platform.</p> <p>Skills:</p> <p>Using this knowledge, learners will be able to create and distribute valuable, relevant, and consistent content to attract and retain a clearly-defined audience.</p> <p>Competence:</p> <p>Learners will be able to monitor and adjust their adverts in line with ad performance. Learners will develop the following competencies: digital advertising, lead generation, service marketing, marketing innovation, marketing authority and marketing digital literacy.</p>
<p>Generating and Evaluating Your Online Business Idea</p>	<p>Knowledge:</p> <p>Learners' digital marketing knowledge and skills will be further developed by this module. Learners will know how to develop a lead magnet, the importance of list building, the process of product creation and how to produce quality content.</p> <p>Skills:</p> <p>Learners will be able to develop products for the online market, and they will be able to develop quality content and lead magnets for list building.</p> <p>Competence:</p> <p>Learners will develop the following competencies: lead generation, strategic e-commerce (product creation), produce original quality content, and service marketing.</p>

<p>Using Social Media Platform to Test and Prototype Your New Business Idea</p>	<p>Knowledge:</p> <p>This module will further develop learners’ digital marketing knowledge in terms of which types of content are best for organic traffic and for paid traffic, how to measure results based on paid and organic traffic, sustainability of paid and organic traffic, and return on investment (ROI) of paid and organic traffic.</p> <p>Skills:</p> <p>Learners will be able to contrast and compare the pros and cons of organic and paid traffic. They will be able to create fit for purpose social media advertisements, and be able to analyse results and draw conclusions.</p> <p>Competence:</p> <p>Learners will develop the following competencies: data analysis, content creation, digital marketing strategies, lead generation and service marketing.</p>
<p>Networking for Online Entrepreneurs</p>	<p>Knowledge:</p> <p>Learners will develop their knowledge of the importance of networking as attending business events or engaging in social media platforms will help entrepreneurs connect with like-minded people that will help to move their business forward. They will know what affiliate marketing is and how it can be used to enhance their business. Learners will know how to sell their products using webinars. They will also know how to set up their own webinar and analyse their results.</p> <p>Skills:</p> <p>Learners will be able to organise and deliver a webinar to build confidence, connections and referrals.</p> <p>Competence:</p> <p>Learners will develop the following competencies: communication, leadership, people skills, creativity, marketing, affiliate marketing, sales techniques using webinars and productivity.</p>
<p>Monetising Your Online Business</p>	<p>Knowledge:</p> <p>This module will enable learners to develop an in-depth knowledge of how products and/or services are sold online. Learners will know about the various types of social media influencers. Learners will also know the importance of sales funnels, copywriting and promotional campaigns.</p> <p>Skills:</p> <p>Using this knowledge, learners will be able to sell products and/or services online.</p> <p>Competence:</p> <p>Learners will develop the following competencies: sales rep competencies such as prospecting and research; sales – copywriting and sales funnel competencies such as product knowledge, customer service, data-analysis, change management and strategic sales and marketing alignment.</p>

<p>Managing an Online Business</p>	<p>Knowledge: Learners will develop a basic accounting knowledge and will learn about the various business models. They will also develop their knowledge on how a business can be scaled and will know how to implement business systems.</p> <p>Skills: Using this knowledge, learners will be able to select the appropriate business model for their chosen product and/or service and register their business in their chosen country. Learners will also be able to construct a Profit and Loss account.</p> <p>Competence: Learners will develop the following competencies: business development, business systems (e.g. ISO, to run and scale a business), financial, commercial and business research.</p>
<p>Managing an Online Business</p>	<p>Knowledge: Learners will develop a basic accounting knowledge and will learn about the various business models. They will also develop their knowledge on how a business can be scaled and will know how to implement business systems.</p> <p>Skills: Using this knowledge, learners will be able to select the appropriate business model for their chosen product and/or service and register their business in their chosen country. Learners will also be able to construct a Profit and Loss account.</p> <p>Competence: Learners will develop the following competencies: business development, business systems (e.g. ISO, to run and scale a business), financial, commercial and business research.</p>

Course Structure Course Structure

The course comprises of ten modules, which have a total value of 21 credits.

Course Structure			
Level 5			
Students must study and pass all of the following modules.			
PART TIME YEAR ONE Semester 1 (Sept – Jan)	Credit	Semester 2 (Feb – June)	Credit
Conducting Online Market Research and Analysing Online User Trends	3	Development of Online Operational and Logistics Procedures for Your Business.	2
Introducing Online Entrepreneurship	3	Further Social Media Platform Awareness	1
Creative Thinking and Self-Confidence for a Successful Online Business	2	Generating and Evaluating Your Online Business Idea	2
Networking for Online Entrepreneurs	2	Managing an Online Business	1
Using Social Media Platform to Test and Prototype Your New Business Idea.	2	Monetising Your Online Business	3
FULL TIME YEAR ONE Semester 1 (Sept – Feb)	Credit		
Conducting Online Market Research and Analysing Online User Trends	3		
Introducing Online Entrepreneurship	3		
Creative Thinking and Self-Confidence for a Successful Online Business	2		
Networking for Online Entrepreneurs	2		
Using Social Media Platform to Test and Prototype Your New Business Idea.	2		
Development of Online Operational and Logistics Procedures for Your Business.	2		
Further Social Media Platform Awareness	1		
Generating and Evaluating Your Online Business Idea	2		
Managing an Online Business	1		
Monetising Your Online Business	3		

Level 5 Course in Online Entrepreneurship

Learners must achieve a total of 21 credits, all 10 modules.

Total Qualification Time (TQT) for this qualification: 216 hours
 Guided Learning Hours (GLH) for this qualification: 48 hours

Module Reference Number	ICAN Module Code	Module Title	TQT	Credit Value	Level (EQF)
COMRUT/509/5023	ICAN/523	Conducting Online Market Research and Analysing Online User Trends	30	3	Five
IOE/509/5024	ICAN/524	Introducing Online Entrepreneurship	30	3	Four
CTISCSOB/509/5025	ICAN/525	Creative Thinking and Self-Confidence for a Successful Online Business	20	2	Five
DOOPYR/509/5026	ICAN/526	Development of Online Operational and Logistics Procedures for Your Business.	20	2	Five
FSMPA/509/5027	ICAN/527	Further Social Media Platform Awareness	10	1	Five
GEYOBI/509/5028	ICAN/528	Generating and Evaluating Your Online Business Idea	20	2	Five
USMPTPNMI/509/5029	ICAN/529	Using Social Media Platform to Test and Prototype Your New Business Idea.	20	2	Five
NOE/509/5030	ICAN/530	Networking for Online Entrepreneurs	20	2	Five
MYOB/509/5031	ICAN/531	Monetising Your Online Business	30	3	Five
MAOB/509/5032	ICAN/532	Managing an Online Business	10	1	Five

Title	Conducting Online Market Research and Analysing Online User Trends	
Level	5	
Credit Value	3	
Guided Learning Hours (GLH)	8	
Module Code	ICAN/523	
<i>Module purpose and aim(s):</i> Develop the skills and knowledge needed to conduct an online market research. By Conducting an Online Market Research, learners will gain a deeper understanding of their target audience, learn about customer behaviours and be able to find new business opportunities. User trend analysis will enable learners to spot a prevalent trend within a user group and/or to determine how a trend developed/would develop over time, which will enable them to adjust their products and/or services.		
Learning Outcomes		Assessment Criteria
1. Identify the Niche areas	1.1 Critically evaluate the various niche areas which you would like to base your business around and know your potential competitors. 1.2 Apply research to these niche areas to see which niche area is the most appropriate.	
2. Be able to carry out Market Research	2.1. Demonstrate the importance of a market research within your niche 2.2. Investigate and carry market research within your niche. 2.3. Investigate and carry out a SWOT Analysis	
3. Illustrate how to develop customer avatar's	3.1 Illustrate how you would construct a customer avatar for your niche of choice.	
4. Be able to develop a brand	4.1 Develop a logo and strapline for your business within your chosen niche. 4.2 Explain your choice.	
5. Learners need to be able present an idea for their chosen product.	5.1 Carry out a research within your chosen niche area to identify product ideas. 5.2 Use the information generated within this module to construct a business plan.	
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards – Enterprise Educator Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (operational start date)	2022

Title	Introducing Online Entrepreneurship	
Level	4	
Credit Value	3	
Guided Learning Hours (GLH)	8	
Module Code	ICAN/524	
Module purpose and aim(s): This module enables learners to explore the various social media platforms, Search Engine Optimisation and auto responders. Develop learners' knowledge of how these tools form part of an effective online marketing strategy, online presence and social environment, which are crucial for the success of online entrepreneurs.		
Learning Outcomes		Assessment Criteria
1. Identify Business Systems and Social Media Platforms	1.1 Compare how the various social media platforms can increase your online presence. 1.2 Critically evaluate the following social media sites: o Business Facebook pages o You Tube o Twitter o Instagram o LinkedIn o Podcast 1.3 Know the business systems. Which will make your business scalable.	
2. Identify a social media platform	2.1 Be able to setup a social media site for your business 2.2 Know the process of how to social media campaigns to attract organic traffic.	
3. Know how to set up autoresponders	3.1 Demonstrate how you would construct an email campaign with a given auto responder.	
4. Develop an online presence	4.1 Develop a website for your business within your chosen niche. 4.2 Set up an online shop	
5. Understand SEO	5.1 Know the importance of SEO	
6. Be able to manipulate the online environment to increase prominence and authority	6.1 Know that social media algorithms are important and explain how you can use them to your advantage.	
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary

E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests
Additional information about the module		
Module review date*	2027	
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards	
Module grading structure	Pass/Merit/Distinction	
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law	
Date from which the module is available for use by learners (<i>operational start date</i>)	2022	

Title		Creative Thinking and Self-Confidence for a Successful Online Business
Level		5
Credit Value		2
Guided Learning Hours (GLH)		5
Module Code		ICAN/525
<i>Module purpose and aim(s):</i> Develop learners' knowledge of how creative thinking and self-confidence can help the entrepreneur to be successful. The module will enable learners to develop their soft skills such as creativity, inner resourcefulness, rapport and active listening.		
Learning Outcomes		Assessment Criteria
1. Identify your Goals		1.1 Know the importance of goals: <ul style="list-style-type: none"> • Performance • Process • Outcome • S.M.A.R.T. goals (specific, measurable, achievable, realistic, time bound) 1.2 Determine your own goals
2. Know the Importance of Life Coaching		2.1 Understand the term life coaching and explain how it applies to your life 2.2 Know why self-confidence and creative thinking are important when taking action to accomplish your goals 2.3 Critically evaluate your goals in relation to your online business.
3. Know the need for Mentors		3.1 Learners need to understand that mentors exist and how they can help a fledgling online business. 3.2 Learners should be made aware that other specialist courses are available to help with their online business development.
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (<i>operational start date</i>)	2022

Title	Development of Online Operational and Logistics Procedures for Your Business.	
Level	5	
Credit Value	2	
Guided Learning Hours (GLH)	4	
Module Code	ICAN/526	
Module purpose and aim(s): Develop learners' knowledge of operational and logistics procedures and how they provide the basics for performance management and future growth. These procedures along with customer service will enable students to be able to control the quality of their products, services and processes.		
Learning Outcomes		Assessment Criteria
1. Identify Transport Logistics	1.1 Know drop shipping 1.2 Determine the process of getting your products from warehouse to the customer.	
2. Evaluate the Importance of Customer Service	2.1 Learner needs to know the term customer service. 2.2 Evaluate how poor customer service can detrimentally affect your business. 2.3 Evaluate how excellent customer service can positively affect your business	
3. Analyse the Importance of Policy Development.	3.1 Learners need to analyse the importance of the policy development, in the following areas: <ul style="list-style-type: none">○ Pricing○ GDPR○ Online Security.	
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (<i>operational start date</i>)	2022

Title	Further Social Media Platform Awareness	
Level	5	
Credit Value	1	
Guided Learning Hours (GLH)	3	
Module Code	ICAN/527	
<i>Module purpose and aim(s):</i> This module aims to develop an in depth knowledge of the importance of social media presence and social media strategy, as a strategic marketing approach. Using this knowledge, learners will be able to create and distribute valuable, relevant, and consistent content to attract and retain a clearly-defined audience.		
Learning Outcomes	Assessment Criteria	
1. Explain the Importance of Organic Traffic	1.1 Learners need to explain how to increase organic traffic.	
2. Know the importance of becoming an authority within the marketplace within the students' niche	2.1 Learners need to know that becoming an expert in your chosen social media platform will make you an authority in your chosen niche.	
3. Identify How to build a Social Media Presence	3.1 Carry out a campaign in accordance with the algorithm rules of the social media site you chose in your earlier module (Introducing Online Entrepreneurship) and explain your choices.	
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (<i>operational start date</i>)	2022

Title	Generating and Evaluating Your Online Business Idea	
Level	5	
Credit Value	2	
Guided Learning Hours (GLH)	3	
Module Code	ICAN/528	
Module purpose and aim(s): Learners' marketing knowledge and skills will be further developed by this module. Learners will be able to develop products for the online market, and they will be able to develop quality content and lead magnets for list building.		
Learning Outcomes		Assessment Criteria
1. Know the Importance of Lead Magnets and list building (list of prospects)	1.1 Learners need to know how to develop lead magnets for list building (list of prospects). 1.2 Create a lead magnet	
2 Know how to develop products for the online market place.	2.1 Learners need to know the process of product creation.	
3. Produce quality content	3.1 Learners should be aware that the quality of their content needs to be original and of high quality. 3.2 Develop quality content within your chosen niche to deliver to your list.	
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (operational start date)	2022

Title		Using Social Media Platform to Test and Prototype Your New Business Idea.
Level		5
Credit Value		2
Guided Learning Hours (GLH)		3
Module Code		ICAN/529
<i>Module purpose and aim(s):</i> This module will further develop learners' digital marketing knowledge and skills. Learners will be able to contrast and compare the pros and cons of organic and paid traffic. They will be able to create fit for purpose social media advertisements, and be able to analyse results and draw conclusions.		
Learning Outcomes		Assessment Criteria
1. Know how to master your social media platform		1.1 Explain how to become an expert user of their chosen social media platform.
2. Understand the difference between traffic types.		2.1 Learners need to be explain the pros and cons of organic and paid traffic.
3. Analyse how to advertise effectively using the social media platform of their choice.		3.1 Learners need to know why copywriting is needed within advertisements to make them more effective. 3.2 Learners need to develop a fit for purpose advertisement for their chosen niche. 3.3 Critically analyse the results of the advertisement
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
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E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (operational start date)	2022

Title	Networking for Online Entrepreneurs	
Level	5	
Credit Value	2	
Guided Learning Hours (GLH)	3	
Module Code	ICAN/530	
<i>Module purpose and aim(s):</i> To know the importance of networking as attending business events or engaging in social media platforms will help entrepreneurs connect with like-minded people that will help to move their business forward. To be able to organise and deliver a webinar to build confidence, exposures, connections and referrals. To know what affiliate marketing is and how it can be used to enhance your business.		
Learning Outcomes		Assessment Criteria
1. Know that online niche communities exist on social media platforms.		1.1 Learners need to select online communities in their chosen niche and contribute with their high-quality content.
2. Understand the importance of webinars and be able to deliver them.		2.1 Learners need to be aware that webinars can be used to sell products. 2.2 Learners need to develop a webinar for their chosen niche and deliver it. 2.3 Critically evaluate the performance of your webinar event
3. Understand Affiliate Marketing		3.1 Learners need to know what affiliate marketing is and explain how it can be used to enhance their business income stream.
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
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Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (operational start date)	2022

Title	Monetising Your Online Business	
Level	5	
Credit Value	3	
Guided Learning Hours (GLH)	6	
Module Code	ICAN/531	
Module purpose and aim(s): To know in-depth and be able to sell products and/or services online. To know about social media influencers.		
Learning Outcomes		Assessment Criteria
1. Know how to commercialise products developed. 1.1 Know the steps for effective selling		1.1 Learners need to develop an introductory plan of how they intend to commercialise their products. 1.2 Learners will know how to sell their product in an effective manner. 1.3 Explain the steps for effective selling
2 Understand the importance of <ul style="list-style-type: none">Sales funnelsCopy WritingPromotional Campaigns.		2.1 Learners will need to design their own sales funnel and set it up on an auto responder. 2.2 Learners will develop their own sales copy for the product they have developed. 2.3 Learners will develop a promotional campaign to launch their product, after an updated commercialisation plan has been submitted to the tutor for approval.
3.Understand Influencers		3.1 Learners will understand the power of influencers to enhance awareness of their products and brand. 3.2 Learners will know the various types of influencers, (Mega, Macro, Micro, Advocates, Referrers, Loyalists)
Assessment Guidance		
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.		
Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
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E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Additional information about the module	
Module review date*	2027
Details of the relationship between the module and relevant national occupational standards or other professional standards or curricula (if appropriate)	Developed in line with the National Occupational Standards
Module grading structure	Pass/Merit/Distinction
Location of the module within the subject/sector classification system	15.4 Business, Administration, Finance and Law
Date from which the module is available for use by learners (operational start date)	2022

Title	Managing an Online Business
Level	5
Credit Value	1
Guided Learning Hours (GLH)	5
Module Code	ICAN/532
<i>Module purpose and aim(s):</i> Learners will develop a basic accounting knowledge and will learn about the various business models. They will also develop their knowledge on how a business can be scaled.	
Learning Outcomes	Assessment Criteria
1. Understand basic accounting, Tax, Profit, Turnover and company registration.	1.1 Learners need to know basic profit and loss accounts and know the legal requirements for setting up a limited company and tax implications on earnings within the country you have registered your business.
2. Understand basic business models for online businesses.	<p>2.1 Learners will need to know the various business models like</p> <ul style="list-style-type: none"> ○ Adsense ○ Amazon Affiliate ○ Amazon FBA ○ Ecommerce ○ Software as a Service (SAAS) ○ Infoproducts ○ Productised Services ○ Lead Generation ○ Franchise <p>2.2 Learners will need to be familiar with the new discipline for businesses: Digital ecosystem management</p> <p>2.3 Learner will choose a business model which will suit their business needs.</p>
3. Understand how a business can be scaled	<p>3.1 Learners need to know how a business can be scaled and the processes that exist within a business.</p> <p>3.2 Learner will know how to review and develop the performance of others</p> <p>3.3 The learner will know how to scale their business; how they need to be the entrepreneur (leader); and how the manager, technician and admin roles need to be handed over to other competent people within their business.</p> <p>3.3 Learner needs to know the systems approach to business and be able to see how these systems interact to create a profitable and efficient business.</p> <p>3.3 The learner should be aware of systems certification such as ISO 9001:2015</p>

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
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SUGGESTED READING

The following books cover the main themes within the modules. One book may be used as a reference guide for more than one module:

- Strategies for wealth and happiness – Jim Rohn, 2016
- Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program - Tom Funk, 2013
- Affiliate Marketing Handbook - Harsh Agrawal, 2016
- Customer Service Training 101, Third Edition – Renée Evenson, 2017
- Digital Business and e-Commerce management strategy, SIXTH EDITION SIXTH EDITION – Dave Chaffey 2015
- Digital marketing, Sixth Edition - Dave Chaffey Fiona Ellis-Chadwick, 2016
- Dropshipping: Six-Figure Dropshipping Blueprint – Jason Hawk, 2016
- How To Create Your First Webinar In 30 Days - John Corcoran, 2016
- Lead Magnet - Charlie Hutton, 2013
- Managing Online Risk Apps, Mobile, and Social Media Security Deborah Gonzalez, 2015
- Online Business Start Up – Robin Waite, 2011
- Persuasive Copywriting – Andy Maslen, 2015
- PRICING ANALYTICS: Models and Advanced Quantitative Techniques for Product Pricing - Walter R. Paczkowski, 2019
- The EU General Data Protection Regulation (GDPR) A Practical Guide - Paul Voigt et al., 2017
- Value Proposition Design - Alex Osterwalder et al. 2014

Assessment

Assessors must:

- have a minimum of one year's experience in the occupational area they are assessing
- have direct or related relevant experience in assessment
- have a complete understanding of the current National Occupational Standards (NOS)
- assess all assessment tasks and activities

ANNEX I.

OVERALL COURSE GRADE BOUNDARIES

The below grade boundaries are to be used once the overall module results have been determined and identifying the overall grades for the qualification.

PASS

Achieving a Merit grade in 9 modules and a Pass grade in 1 module mean, that the learner would still be awarded with an overall Pass grade:

$$\left. \begin{array}{l} 9 \text{ modules} \times 2 \text{ points} = 18 \text{ points} \\ 1 \text{ module} \times 1 \text{ points} = 1 \text{ points} \end{array} \right\} \text{TOTAL: 19 points}$$

Learners awarded with an overall Pass, if they achieve points between 10 and 19.

MERIT

Achieving a Distinction grade in 9 modules and a Merit grade in 1 module mean, that the learner would still be awarded with an overall Merit grade:

$$\left. \begin{array}{l} 9 \text{ modules} \times 3 \text{ points} = 27 \text{ points} \\ 1 \text{ module} \times 2 \text{ points} = 2 \text{ points} \end{array} \right\} \text{TOTAL: 29 points}$$

Learners awarded with an overall Merit, if they achieve points between 20 and 29.

DISTINCTION

Learners awarded with an overall Distinction, if they achieve 30 points.

Through our external verification process which ICAN carries out for all of its qualifications, the scenarios above could be assessed if such a borderline case presented itself.

If a learner was hitting a Merit or Distinction standard consistently throughout the course, but may have floundered in one assessment, then they could be awarded an overall Merit or Distinction.

COURSE WORK GRADE BANDS

The course work grade bands are to be used when grading students' course work i.e. assignments, portfolios etc.

Please find the course work grade bands below:

Pass: 50 - 64%

Merit: 65 - 84%

Distinction: 85 - 100%

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