



Learning Resource Network

QUALIFICATION SPECIFICATION: LRN LEVEL 3 CERTIFICATE IN ENTREPRENEURSHIP FOR EUROPEAN CREATIVE INDUSTRIES

Qualification Accreditation Number: 603/1049/2

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BACKGROUND TO LRN

Learning Resource Network (LRN) is an Awarding organisation which creates qualifications for educational institutions, independent learning providers and employers.

LRN is recognised for its portfolio of international English qualifications for those who want to provide evidence of their English Language skills for their professional or personal development. These qualifications are internationally recognised as providing proof of the skills and abilities required by educational institutes, professional bodies and governments.

LRN also creates qualification in business, enterprise, management, Islamic banking as well as qualifications in education and training. LRN offers its customers qualifications that are easy to deliver, cost effective and user friendly.

In producing its qualifications the project team drew upon the experience and expertise of academics, professionals working in the pertinent industries and colleagues with a wealth of practice and knowledge of validation, verification, delivery and assessment.

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CREATIVE INDUSTRIES QUALIFICATIONS

The LRN Level 3 Certificate in Entrepreneurship for European Creative Industries is aimed at learners who are already working in the creative industries, or are planning to do so in the future. It is designed to be delivered alongside employment, work experience or volunteering and will enable learners to work effectively in the creative industries. The qualification comprises 4 mandatory units.

INTRODUCTION

This specification provides an overview to the LRN Level 3 Certificate in Entrepreneurship for European Creative Industries for candidates, centres, administrators, employers, teachers and examiners.

The specification outlines the key features and administrative procedures required for this qualification.

OBJECTIVE

The LRN Level 3 Certificate in Entrepreneurship for European Creative Industries is designed to equip learners with the knowledge and skills to understand the key aspects of working within the Creative Industries and to be able to analyse how these are applied in practice. Course assignments require learners to reflect upon how the concepts covered within the classroom-based element of the course are put into practice in their job, work experience or within the context of developing their own creative business or project.

CANDIDATE CATEGORY

Candidates for the LRN Level 3 Certificate in Entrepreneurship for European Creative Industries may include those who are:

1. People already working in a Creative Industries context or hoping to move into Creative Industries in the near future.
2. Those who are interested in developing their own creative business or project.
3. Those gaining work experience or volunteering in a Creative Industries context

ENTRY REQUIREMENTS

Candidates should meet at least one of the criteria below:

- have a minimum of 5 GCSEs at A-C grades, including English and Maths
- have a full Level 2 qualification in a related area, such as Art, Design, Multi-media or Craft Skills.

Where potential candidates have extensive prior experience as a Creative Industries practitioner – either on a paid or voluntary basis – but lack academic or relevant vocational qualifications, centres may offer a place on the course subject to Functional Skills assessment.

In order to facilitate the work based elements of the course, candidates should also have access to Creative industries workplace where they can test and implement the knowledge and skills learned through the course. This can be facilitated via a Creative Industries job or work placement or through the development of their own creative business or project. Learners will be required to provide evidence that either their employer or the Creative Industries company or organisation hosting their work placement has agreed to their participation in the course and will be willing to certify that they have completed the work based elements of their course. Learners fulfilling the work based elements through their own creative business or project will be required to obtain provide equivalent evidence certified by other people or organisations involved in their business or project.

MODE OF DELIVERY

This qualification has been designed to be delivered within centres or via distance learning. Centres will need to demonstrate to LRN, through the centre recognition processes, that they have the resources, facilities and competence to deliver through either method. Centres may apply to offer through both means if so desired. However, centres must be able to demonstrate, in line with LRN's criteria, that they have the means, capability, capacity and resources (including suitably qualified centre staff) to deliver by the method chosen by the centre.

PROGRESSION

The way in which the LRN Level 3 Certificate in Entrepreneurship for European Creative Industries is integrated with work experience means that it is especially suitable for people seeking to progress into employment and learners will also be able to progress on to further or higher education in related fields or set up their own Creative Industries practice.

RECOGNITION OF PRIOR LEARNING

Please refer to LRN's policy on the Recognition of Prior Learning to determine whether previously achieved qualifications meet LRN's policy on possible exemptions.

LANGUAGE OF ASSESSMENT

LRN aims to use English that is plain, clear, free from bias and appropriate to all learners. LRN will ensure the assessment materials, stimuli and the assessment itself is carried out in English.

QUALIFICATION OVERVIEW

The qualification covers the knowledge and skills required by Creative Industries practitioners to operate professionally with a mindset of entrepreneurship.

There are four mandatory units for this qualification; as follows:

Unit	Title	Level	Credit	GLH	Exam format
1	Creating Personal Brand and Online Presence	3	3	15	Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN
2	Communication, negotiation and conflict resolution strategies	3	3	15	Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN
3	Introduction to Business Planning for Creative Industries Practitioners	3	3	15	Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN
4	Creative Industries Entrepreneurship in Europe	3	4	20	Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN

QUALIFICATION FEATURES

1	Creating a Professional Profile, Personal Brand and Online Presence		
Unit Aim This unit will provide learners with an understanding of how to present themselves in a manner appropriate to the creative industries sector. They will critically evaluate their current presentation of themselves, research how other creative industries practitioners present themselves and articulate ways in which they will enhance their Professional Profile, Personal Brand and Online Presence.			
Unit Reference Number		R/615/4760	
Unit Level	3	Credit Value	3
GLH	15	Unit Grading Structure	Pass
Assessment Guidance		Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN.	
Learning Outcomes - The learner will:		Assessment Criteria - The learner can:	
1	Understand the different styles of professional profiles and bios and use this knowledge to write their own	1.1	Explain the different styles of profile/bio and how they engage with the reader
		1.2	Research the profiles/bios of five creative industries practitioners. Compare and contrast them and evaluate the different styles they use
		1.3	Produce a profile/bio accompanied by an explanation of the style they decided to use and why
2	Understand the importance of a coherent personal brand identity	2.1	Explain why having a coherent personal brand is important in the Creative Industries
		2.2	Identify and list the platforms that are appropriate for them to be present on. Evaluate and explain why.
		2.3	Create an action plan with target dates for how to build their presence on each of these platforms, including a gap analysis of any new skills they need to acquire to achieve this.

2	Communication, negotiation and conflict resolution strategies		
Unit Aim			
This unit will teach students how to communicate professionally with clients through active listening, how to conduct a client meeting with positive outcomes, how to write an effective client brief and how to handle challenging situations through negotiation and, if necessary, how to seek outside help to manage conflict resolution.			
Unit Reference Number		Y/615/4761	
Unit Level	3	Credit Value	3
GLH	15	Unit Grading Structure	Pass
Assessment Guidance		Assessment is by externally set assignment – internally marked by the centre and complete 120 hours of work experience.	
Learning Outcomes - The learner will:		Assessment Criteria - The learner can:	
1	Understand how to communicate effectively with clients	1.1	Understand and explain the difference between passive and active listening methods and the impact of using them when dealing with clients
		1.2	Understand and explain how body language and behaviour impacts on building relationships with clients
		1.3	Explain how effective communication can help you understand the client's requirements
2	Understand the importance of professional client meetings and client briefs	2.1	Define a scenario for a project or product to be produced for a client with the context of a creative business or project that the learner is currently working on, developing or planning
		2.2	Produce a professional client brief based on the previous scenario.
		2.3	Define and evaluate approaches to negotiating and concluding agreements with clients, with a specific focus on the financial aspects.
3	Understand how to deal professionally with challenging situations with clients	3.1	Evaluate conflict resolution techniques, compare and contrast them with conflict coping mechanisms.
		3.2	Describe and evaluate how they handled a difficult situation in the past and how they could employ the new techniques learnt to improve the outcome of that situation.
		3.3	Describe and evaluate five outside organisations where they can seek help to resolve a situation they can't solve themselves.

3	Introduction to Business Planning for Creative Industries Practitioners		
Unit Aim			
The aim of this unit is to understand the basics underpinning business planning in the Creative Industries. Estimating cost of time, materials, overheads and how to plan for the unexpected as well as transparently accounting for the financial aspect of a Creative Industries business.			
Unit Reference Number		D/615/4762	
Unit Level	3	Credit Value	3
GLH	15	Unit Grading Structure	Pass
Assessment Guidance		Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN.	
Learning Outcomes - The learner will:		Assessment Criteria - The learner can:	
1	Defining your product or service	1.1	Define what you want you want to achieve through your creative business, evaluate what success means in this context.
		1.2	Evaluate your product or service, for example, in terms of how much you might be able to charge or other ways to assess the value of your work.
2	Introduction to financial planning	2.1	Understand the importance of realistic income, expenditure and cash flow projections
		2.2	Create income, expenditure and cash flow projections for a proposed business, demonstrating how to account for and manage unexpected circumstances impacting on costs
3	Structures of work for Creative Freelancers and Start-Up Businesses	3.1	Describe and analyse the benefits of the different legal structures available for creative industries freelancers/start-up businesses
		3.2	Identify two types of suitable premises for Creative Industries freelancers/start-up businesses. Evaluate the pros and cons of each.
		3.3	Understand the impact of key legislation that impacts your area of creative industries, including Insurance, Tax, Copyright & Health and Safety

4	Creative Industries Entrepreneurship in Europe		
Unit Aim			
The unit is designed for learners interested in working as a Creative Industries Practitioner in an international context and aims to provide learners with knowledge and an understanding of the various structures, organisations, networks, potential for collaboration and regulations that would affect them when working in a different national context. The Learning Outcomes and Assessment Criteria will be applied to a specific country identified by the Centre, which can be chosen according to the interests and aspirations of learners.			
Unit Reference Number		H/615/4763	
Unit Level	3	Credit Value	4
GLH	20	Unit Grading Structure	Pass
Assessment Guidance		Assessment is by externally set assignment – internally marked by the centre and moderate by the LRN.	
Learning Outcomes - The learner will:		Assessment Criteria - The learner can:	
1	Understand your specific sector of the Creative Industries in another EU country	1.1	Compare and contrast your chosen Creative Industries sector in your home country its equivalent in another EU country.
2	Understand legal structures for freelancing & business start-ups in an international context	2.1	Compare and contrast the legal structures and related issues for freelancing and business start-ups in your home country with those in your chosen EU country.
3	Case Study of Creative Industry business relevant to their sector	3.1	Identify a creative business, organisation or project that will be subject of a case study and define the markets addressed and/or target audiences
		3.2	Demonstrate how to cost products/services and how this relates to charging clients
		3.3	Identify and analyse the potential benefits of collaboration and access to networks for a creative business using a case study

ASSESSMENT

For all units assessment consists of a total of 4 externally set assignments – internally marked by the centre.

For Unit 1 learners are required to complete one written assignment of 1000-1200 words.

For Unit 2 learners are required to complete one written assignment of 1,500 - 1,800 words.

For Unit 3 learners are required to complete one written assignment of 1,300 - 1,400 words.

For Unit 4 learners are required to complete one written assignments of 1500 -1,800 words.

All assignments have clearly defined assessment criteria and learners must meet all of the assessment criteria for each assignment to achieve a pass.

Assignments are not specifically time limited – learners are expected to complete them during periods of self directed study. Submission deadlines are at the discretion of the centre as it is recognised that learners will need to manage the work on their assignments alongside their job, work experience or volunteering role.

Learners whose assignments do not meet all the assessment criteria are allowed to resubmit once only.

In order to successfully achieve the qualification, learners must:

- Complete, and receive a grade of a pass for each of the 4 written assignments in all mandatory units.

The written assignments will be assessed internally against criteria specified by LRN. LRN will externally validate a selection of portfolios.

Use of plagiarism software

LRN will subject each assessment submitted by learners to its plagiarism software. The purpose of this software is to detect commonality in the work of learners in terms of detecting where assessments are similar to that of other authors. A learner will fail the assessment and unit where LRN discovered the assessment is plagiarised. LRN will advise centres and learners as to the tolerance it will set on the similarity of content across each assessment.

Knowledge, Skills and Understanding

Learners should be familiar with the Creative Industries sector and have an interest in progressing a career in this field.

TOTAL QUALIFICATION TIME (TQT)

Guided Learning Hours (GLH)	65 hours
Self Study (SS)	65 hours
Total Qualification Time	130 Hours (GLH+SS)

Please note the timescales above are indicative and should not be considered representative for the duration each learner will take to achieve the qualification.

GRADING

Results are reported as pass or fail grades. Learners need to achieve a pass on each of the three units. A pass must also be achieved in the portfolio which will be assessed internally but will be subject to external moderation.

RESULTS

The timescales in which LRN will issue its results is between 4 to 6 weeks.

SAMPLE ASSESSMENTS

LRN will provide a sample assessment for each unit to its approved centres through its centre's portal.

USEFUL WEBSITES

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

<http://creativeentrepreneurs.co/>

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

<http://www.creativeindustriesfederation.com/work/>

<http://www.creativeincubators.eu/>

<http://www.own-it.org>

<http://www.nesta.org.uk/>

[UNCTAD Creative Economy Programme](#)

USEFUL ARTICLES & TALKS

[Ten Tips for Running Successful Creative Business by Nesta](#)

[UK Government Creative Industries Strategy 2013-2016](#)

[Linda Hill Ted Talk – how to manage for collective creativity](#)

[Julian Treasure Ted Talk – 5 Ways to Listen Better](#)

[London Freelance Fees Guide](#)

[European Commission – Supporting Cultural & Creative Industries](#)