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| Title | **Identify and pursue new business opportunities in the field of computer (ICT)** | | |
| Level | **2** | **Credits** | **8** |

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| Purpose | The aim of this module is to develop the skills knowledge and understanding to develop a new business in the field of Computer (ICT). |

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| Classification ISCED | 0611 Computer use |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **H1:**  Identify business opportunities in the Computer sector | **The student will be able to:**  P1 - Look for, and recognise, business opportunities in the Computer sector  P2 - Create Computer business opportunities where they do not obviously exist  P3 - Quickly identify potential Computer business developments and how they will affect the new business  P4 - Identify the additional benefits of potential Computer business opportunities | K1 - Explain some basic terms of business  K2 - Learn to face challenges and opportunities in the new business environment  K3 - Explain implications of any new venture for the new business’s direction, image and profitability. Value creativity and innovation when recognising new opportunities for the new business, including recognizing new areas of business or residential development, responding to new trends in ICT.  K4 - Identify and weigh the risks linked to different courses of action, including considering the likelihood and the impact of the risk, discussing with stakeholders, taking and justifying decisions.  K5 - Listen to what the other person really says including asking appropriate questions, repeating important information to the other person, looking attentive.  K6 - Behaving ethically on customers’ use of the new business in the future, including behaviour that is fair, honest, not detrimental to the business or its customers |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **H2:**  Develop the business plan for the new Computer business | **The student will be able to:**  P1 - Check what laws and other regulations will affect the new Computer business  P2 - Work out what money needed to start the new Computer business and keep it running  P3 - Identify own contribution to running the new Computer business  P4 - Determine the staff needed for the new Computer business  P5 - Sourcing suppliers for the new Computer business  P6 - Decide how to use quality standards in the new Computer business  P7 - Decide on the new Computer business’s policy for looking after customers  P8 - Investigate suitable premises for the new Computer business  P9 - Decide how you will get equipment, tools and materials  P10 - Identifying other sources of support | K1 - Brief about obtaining approval of company name through the Securities and Exchange Commission of Pakistan,  K2 - Know a little bit about financing from the banks.  K3 - Find and secure the services of a good accountant, including checking advertisements, references, recommendations from other ICT sector colleagues  K4 - Learn to do staffing for the new business, including skilled, unskilled, number of staff needed, cost implications, timescales, training needed, getting professional help, engaging and dismissing staff, contracts for staff, labour rights, including Industrial Relations Ordinance 2008, Workers Welfare Fund Ordinance 1971, Minimum Wages Ordinance, 1961 and similar legislation  K5 - Follow quality standards, including inspections by Pakistan Tourism Board and similar organisations  K6 - Study Customer service policy and the customer, certification and accreditation from Consumer Rights Commission of Pakistan  K7 - Find out about suitable premises, including purchase or rental, size suitability, services |

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| **H3:**  Communicate  /Marketing the new Computer business’s services to customers | **The student will be able to:**  P1 - Know the competition from other Computer businesses and be able to explain to customers the advantages of own offer  P2 - Check that the marketing strategy is based on an accurate understanding of potential customer’s needs and preferences  P3 - Employ methods of marketing that are available to tell potential customers about the new business, including advertising, promotions, word of mouth, personal reputation and personal selling, friends and family etc.  P4 - Improve the experience new customers have when dealing with the new business, including maintaining contact with them, tailoring products or services to meet their specific needs, offering discounts for customer loyalty.  P5 - Remind customers regularly of the benefits of dealing with the new business, including in person, by e-mail, through advertising or promotional campaigns | K1 - Grasp the vision of the new business, the products or services it provides, and how best to communicate this information clearly and passionately to potential customers, including ensuring information is clear, focused and persuasive.  K2 - Clearly define what products or services the new business delivers and make sure that it is presented to customers in a way they can relate to tell potential customers how the new Computer Operator business is aiming to meet their needs and about new developments |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **H4:**  Negotiate arrangements for the new Computer business | **The student will be able to:**  P1 - Clearly explain the features of the arrangements that need to be made and the benefits to the other person or organisation  P2 - Think whether there is anything to negotiate on other than price  P3 - Negotiate arrangements calmly and effectively  P4 - Behave ethically throughout negotiations  P5 - Sign off arrangements so they are clear to all parties  P6 - Record the outcome of the deal so it is clear to all parties and legally sound, including contractual arrangements, communicating the agreement by e-mail or fax | K1 - Make arrangements, including with staff, with suppliers, with customers  K2 - Negotiate other than on price (for example delivery costs and times, product and service specification, service level and extras)  K3 - Negotiate the advantages other than profitability  K4 - Comprehend the importance of not getting emotional or personal about a deal, including getting upset or angry, and the impact of this on the deal, including losing or modifying the deal as a result  K5 - Recalculate and present an offer in a different way to meet developments whilst making a deal  K6 - Close a deal, including making assumptions beyond the deal, creating a sense of urgency, using competition as a lever, being prepared not to close |