

Aquaculture & Sports Fisheries

Module
Entrepreneur Skills
In the
Fisheries Industries



EQF
Level
5

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Entrepreneur Skills in the Fisheries Industries

EQF level: 5

Credit value: 10

• Aim

The aim of this unit is to give learners the opportunity to develop skills in business development and change management, reviewing and improvement of the performance of a business enterprise within the Fishing Industry.

This unit examines the management of the variables (-) influencing the (-) development (-) of a business enterprise within the Fishing Industry.

The unit draws together many of the topics covered in the wider curriculum and also in other units and allows learners to apply these skills to the business environment.

The unit is appropriate for learners who are / or plan to become involved in a business enterprises.

• Learning outcomes

On successful completion of this unit a learner will:

- 1 Discuss the performance of a selected business enterprise in a chosen sector.
- 2 Propose and evaluate changes to improve business performance.
- 3 Define and revise business objectives for an existing business within a chosen sector.
- 4 Write a business plan for a new business within the Fishing Industry.

Unit content

- 1 Discuss the performance of a selected business enterprise in a chosen sector.

Business performance: goals and results (quality and quantity) skills audit; self-evaluation / comparisons with similar sized businesses in the same or similar industry and geographical area, comparisons with industry averages (including financial, production, marketing (including Web sales), sales, human resources, use of technology).

Business strengths and weaknesses: overall effectiveness, business performance review, products/services; marketing; sales; production; finances; human resource efficiency; management effectiveness; use ratios; SWOT analysis; budget information; market research results; business image; business reports.

Management of employees: employment policies; employment initiatives eg investments in people; employee performance appraisal process; flexible working eg employment of part-time and temporary staff, teleworking, homeworking, job sharing, zero hours contracts, annual hours, staggered hours, compressed hours; equal opportunities within the workplace; discrimination (forms, legislation against).

2 Propose and evaluate changes to improve business performance

Problem solving actions: identification of priority weaknesses, problem solving strategies to overcome identified weaknesses; sources and availability of professional advice; alternative solutions; availability and use of outsourcing for specific functions eg payroll, debt collection, staff development.

Maintaining and strengthening existing business: maintaining appropriate performance records; building on business strengths; maintaining market share/position; importance of good customer/supplier/adviser relationships.

New opportunities: identifying areas for expansion eg niche markets and export opportunities, diversification, where appropriate, research techniques, evaluating projects, assessing project requirements, costing and finding finance for new projects, risk assessment.

Action plans: plans to implement changes; systems to manage; setting deadlines.

Impact of change: effects of change on all areas of business – finance; workloads; morale; job roles; physical aspects (eg office space, production methods), use of technology, anticipating possible obstacles/problems.

Management of change and evaluation: monitoring effects of change; maintaining systems and records to evaluate impact of change; appropriate revision of plans in response to actual results, measurement points, measurement and monitoring strategies, reporting and revision; monitor and evaluate side changes; performance measures.

3 Define and revise business objectives for an existing business within a chosen sector.

Business objectives: vision, goals, components, objectives, strategies and business processes, structure of business objectives; assessment of business objectives in the light of current performance and market developments; making changes to business objectives; impact of changes on business plans.

4 Write a business plan for a new business within the Fishing Industry

New business: vision, goals, components, objectives, stakeholders, strategies and business processes.

Business plans: structure of integrated business plans (financial, sales and marketing, production/output, personnel); use of business plans; evaluation of plans against business objectives; incorporating changes to plans; budgeting, funding and investment; preparation of business forecasts, general planning of start up.

Business profile:; internal and external factors affecting business performance; performance measures, constraints and restrictions on business; responsibilities and liabilities of owner-managers.

Learning outcomes and assessment criteria

Learning outcomes On successful completion of this unit a learner will:	Assessment criteria The learner can:
L1 discuss the performance of a selected business enterprise in a chosen sector	1.1 produce a profile of a selected business identifying its strengths and weaknesses 1.2 carry out an analysis of the business using comparative measures of performance 1.3 analyse the effectivity of human resource management of a selected business including (quality and quantity)
LO2 propose and evaluate changes to improve business performance	2.1 recommend with justification, appropriate actions to overcome identified weaknesses and strengthen existing performance in a business enterprise 2.2 recommend with justification, new areas where to the business could expand 2.3 plan how changes are managed in a business and report on the impact of the proposed changes on the business and its personnel 2.4 monitor improvements in the performance of the business over a given timescale
LO3 define and revise business objectives for an existing business within a chosen sector	3.1 produce an assessment of existing business objectives and plans 3.2 revise business plans to incorporate appropriate changes 3.3 prepare an action plan to implement the changes
LO4 write a business plan for a new business within the Fishing Industry	4.1 create a business plan outline for a new business 4.2 present a business plan to a given group of stakeholders

Guidance

Links

This unit has links with other units such as: Entrepreneurship in the Fisheries Industry

Essential requirements

It is essential for learners to be able to access realistic, contextualised case studies using data from sector-specific enterprises unless they are able to access this data from local, national or international enterprises and/or their own experience.

Employer engagement and vocational contexts

National or International enterprises may consider advantages in sharing information in order to gain new thoughts to develop business opportunities and options.

Business links may provide some useful contact and materials to support development within this unit.