# Citrus Business Management Programme

Module 10

**Present your Competence**

Summative PoE Guide



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# Contents

# Assessor Orientation

## Background Information

The following exit level outcomes are covered by this learning programme:

1. Demonstrate an ability to identify and create a new venture.
    1.1. An understanding is demonstrated of the importance of a paradigm shift from a job-seeking attitude to a business opportunity seeking attitude.
    1.2. Business opportunities are identified and evaluated in terms of its potential viability.
    1.3. Problem-solving techniques and principles are applied within a business start-up and operation context.
2. Demonstrate knowledge of interpersonal skills required in a business environment.
    2.1. An understanding is demonstrated of the concept of group dynamics.
    2.2. An understanding is demonstrated of the characteristics of effective teamwork.
    2.3. An understanding is demonstrated of various networking principles and techniques.
    2.4. Potential personal limitations, abilities and expectations are identified for self-developmental purposes.
3. Demonstrate an understanding of basic economics within a market economy.
    3.1. An understanding is demonstrated of new venture financing sources and opportunities.
    3.2. An understanding is demonstrated of the principles of micro and macroeconomics.
    3.3. Potential threats and opportunities within the economic environment are identified for future business decision making.
    3.4. An understanding is demonstrated of business competitiveness.
4. Manage a new venture by applying business principles and techniques.
    4.1. A business plan for a new venture is developed using strategic planning principles and techniques.
    4.2. Guidelines for the implementation and monitoring the strategic action plan are formulated in terms of milestones and timeframes.
    4.3. Financial management planning principles and techniques are applied in order manage the business in an efficient and effective manner.
    4.4. Production and / or operations management is applied in a chosen business opportunity.
    4.5. Sound human resources management techniques are applied in order to set up a productive and motivated workforce for a business.
    4.6. Administrative principles and procedures are applied for sound administration and recordkeeping.

5. Demonstrate an understanding of the role of leadership and management.
    5.1. Knowledge is demonstrated of how management and leadership principles are applied to improve business effectiveness and efficiency.
    5.2. Knowledge is demonstrated of the differences between leadership and management in terms of managing a business.
    5.3. Knowledge is demonstrated of leadership and management styles in relation to their impact on business performance.
    5.4. Leadership and management principles and techniques are applied in order to enhance business performance.

# Unit Standard Information

**information**

## Unit Standard References

The SAQA registered unit standard associated with this learning program is included below for your information.

Please do not hesitate to ask the facilitator or assessor to explain anything that you do not understand or need help with.

# Associated Qualification

**Further Education and Training Certificate: New Venture Creation**

| | | | | |
|---|---|---|---|---|
| **SAQA QUAL ID** | **QUALIFICATION TITLE** | | | |
| 66249 | Further Education and Training Certificate: New Venture Creation | | | |
| **ORIGINATOR** | | | | |
| Task Team - New Venture Creation | | | | |
| **PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY** | | | **NQF SUB-FRAMEWORK** | |
| SERVICES - Services Sector Education and Training Authority | | | OQSF - Occupational Qualifications Sub-framework | |
| **QUALIFICATION TYPE** | **FIELD** | | **SUBFIELD** | |
| Further Ed and Training Cert | Field 03 - Business, Commerce and Management Studies | | Generic Management | |
| **ABET BAND** | **MINIMUM CREDITS** | **PRE-2009 NQF LEVEL** | **NQF LEVEL** | **QUAL CLASS** |
| Undefined | 149 | Level 4 | NQF Level 04 | Regular-Unit Stds Based |
| **REGISTRATION STATUS** | | **SAQA DECISION NUMBER** | **REGISTRATION START DATE** | **REGISTRATION END DATE** |
| Reregistered | | SAQA 10105/14 | 2015-07-01 | 2018-06-30 |
| **LAST DATE FOR ENROLMENT** | | **LAST DATE FOR ACHIEVEMENT** | | |

| | |
|---|---|
| 2019-06-30 | 2022-06-30 |

*In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.*

This qualification replaces:

| Qual ID | Qualification Title | Pre-2009 NQF Level | NQF Level | Min Credits | Replacement Status |
|---|---|---|---|---|---|
| 23953 | Further Education and Training Certificate: New Venture Creation (SMME) | Level 4 | NQF Level 04 | 162 | Complete |

# Learner Details

| | |
|---|---|
| First name: | |
| Surname: | |
| ID number: | |
| Mobile phone contact number: | |
| E-mail address: | |
| Postal address: | |
| Dates on which you completed this summative PoE guide: | |
| Declaration: | I hereby confirm that:<br>• I received the assessment plan and schedule.<br>• I understand my rights in terms of special needs, re-assessment, feedback and appeals against assessment decisions.<br>• I completed the summative assessment independently without assistance from anyone else. |
| Date: | |
| Place: | |
| Signature: | |
| Signature of Assessor: | |

**information**

*Important*

Please remember that this document is seen as legal evidence of your competence. It is very important that you sign and date each section where requested. Your signature confirms that this work is your own and that you have not committed fraud in any way.

# Summative Assessment Activities

## FISA – Presentation

- ✓ Work individually to complete this activity
- ✓ Prepare a multi-media presentation to deliver to the assessment panel.
- ✓ The presentation should be a minimum of 10 minutes and a maximum of 20 minutes in duration.
- ✓ Attach presentation slides and / or cue cards or hand-outs to support your presentation to this PoE.

**Content and Instructions:**

The content should cover the following topics:

1. Your ability to identify and create a new venture.
    - ❖ Give an overview of your choice of new business in the citrus sector that you would start. (1)
    - ❖ Explain how the priorities and perspectives of an entrepreneur differ from a salaried employee. (2)
    - ❖ Describe some of the different business options you examined before choosing the one you did. (1)
    - ❖ Explain what criteria you used to evaluate each option. (2)
    - ❖ Explain how you decided which option was most viable. (1)
    - ❖ Explain why you think it is important for an entrepreneur to understand problem-solving techniques and principles when they start and run a new business. (1)
    - ❖ Give at least 2 examples of the type of problems an entrepreneur may encounter and what possible problem-solving technique or principle they may apply to solve the problems posed. (4)
2. Your knowledge of interpersonal skills required in a business environment.
    - ❖ Explain what you understand the term 'interpersonal skills' to mean. (1)
    - ❖ Explain how an entrepreneur could display good interpersonal skills, by using an example from your workplace (2)
    - ❖ Explain the concept of group dynamics with an example from your workplace or work team (2)
    - ❖ Give an overview of the characteristics of an effective work team. (You may use examples from your workplace to illustrate or highlight specific characteristics). (3)
    - ❖ Explain what you understand the term 'networking' to mean (in terms of entrepreneurship). (1)
    - ❖ Give at least two examples of networking principle and / or techniques that you could apply when starting a new business in the citrus sector. (2)
    - ❖ Explain why it is important for an entrepreneur to know and understand their own personal limitations. (1)

- ❖ Give at least two examples of personal abilities you had identified during the course of the learning programme, that make you a good entrepreneur. (2)
- ❖ Give an overview of your personal expectations in terms of the success of your business. (1)

3. Your understanding of basic economics within a market economy.
    - ❖ In order to operate a business within a market economy, it is important for the entrepreneur to understand certain key economic principles.
    - ❖ Explain what you understand the term 'market economy' to mean (1)
    - ❖ Give at least two examples of different funding or financing sources and / or opportunities that you would consider when starting a new business. (2)
    - ❖ Explain what the difference between micro and macroeconomics is. (1)
    - ❖ Give an example of how macroeconomics may influence a business in the citrus sector. (1)
    - ❖ Give an example of how microeconomic may influence a business in the citrus sector. (1)
    - ❖ It is important for an entrepreneur to identify threats and opportunities in the economic environment in order to make sound business decisions.
    - ❖ Give examples of at least two threats to a new business in the citrus sector in the current economic environment. (2)
    - ❖ Give examples of at least two opportunities for a new business in the citrus sector in the current economic environment. (2)
    - ❖ Compare a new primary citrus grower business unit in South Africa vs a similar unit in Brazil. In your opinion, which is more favourable in it competitive factors? (1)
    - ❖ Discuss the following competitiveness factors to motivate your answer:
        - o Inflation (1)
        - o Exchange rates (1)
        - o Interest rates (1)
        - o Economic indicators (1)
        - o Competition (1)
4. How to manage a new venture by applying business principles and techniques.
    - ❖ Prepare and present a simple business plan for a new venture of your choice in the citrus sector. (5)
    - ❖ Explain what strategic planning principles and techniques you used to guide you through the business planning process. (2)
    - ❖ Present an example of an activity that may require you to draft a strategic action plan. (1)
    - ❖ Now draft and present an actual strategic action plan document. (3)
    - ❖ Indicate clearly on the plan when and how you intend to monitor the implementation actions. (2)
    - ❖ Present the monitoring milestones and timeframes. (2)
    - ❖ Give two different examples of financial planning principles and / or techniques you intend to use to manage your business. (4)

- Explain what you understand the term production and / or operations management to mean in the context of your chosen business in the citrus sector. (2)
- Give two examples of human resources management techniques that you intend to use in your business. (2)
- Explain what the value of sound human resources techniques have in terms of staff productivity and motivation. (1)
- Give an example of a specific human resources tool or technique you can use to enhance staff motivation. (1)
- Give an overview of the administrative principles and procedures you intend to apply to your business. (2)
- Explain what the value of good administration and recordkeeping is in terms of business success. (1)

5. Your understanding of the role of leadership and management.

   Present how you view your own role as a learner and / or manager of your chosen business in the citrus sector (i.e. what functions do you think you will fulfil and what is the scope of your leadership role?). (2)

   Give two examples of leadership principles that can be applied to improve business effectiveness and efficiency. (2)

   In your opinion, why is it important to study different leadership theories and principles and choose when to apply which in different business situations? (1)

   Explain the difference between leadership and management. (1)

   Give an example of a situation in your business where leadership is required. (1)

   Give an example of a situation in your business where management is required. (1)

   Compare two different leadership and / or management styles that can be applied to business. Illustrate the different potential impacts on the business with examples. (4)

   Present an example of how you as entrepreneur intend to combine “land, labour and capital” with a specific leadership or management principle and / or technique to run your citrus sector business efficiently. (4)

# Marking Rubric

| **ELO** | **Key point in presentation (with allocated value)** | **Total value available** | **Actual value scored** | **Feedback** |
|---|---|---|---|---|
| 1. Demonstrate an ability to identify and create a new venture. | Give an overview of your choice of new business in the citrus sector that you would start. (1) | 1 | | |
| 1.1. An understanding is demonstrated of the importance of a paradigm shift from a job-seeking attitude to a business opportunity seeking attitude. | Explain how the priorities and perspectives of an entrepreneur differ from a salaried employee. (2) | 2 | | |
| 1.2. Business opportunities are identified and evaluated in terms of its potential viability. | Describe some of the different business options you examined before choosing the one you did. (1)<br>Explain what criteria you used to evaluate each option. (2)<br>Explain how you decided which option was most viable. (1) | 4 | | |
| 1.3. Problem-solving techniques and principles are applied within a business start-up and operation context. | Explain why you think it is important for an entrepreneur to understand problem-solving techniques and principles when they start and run a new business. (1)<br>Give at least 2 examples of the type of problems an entrepreneur may encounter and what possible problem-solving technique or principle they may apply to solve the problems posed. (4) | 5 | | |
| The candidate should score at least 6 out of a possible 12 points to be declared competent in this ELO | | 12 | | |
| 2. Demonstrate knowledge of interpersonal skills required in a business environment. | Explain what you understand the term 'interpersonal skills' to mean. (1)<br>Explain how an entrepreneur could display good interpersonal skills, by using an example from your workplace (2) | 3 | | |
| 2.1. An understanding is demonstrated of the concept of group dynamics. | Explain the concept of group dynamics with an example from your workplace or work team (2) | 2 | | |

| **ELO** | **Key point in presentation (with allocated value)** | **Total value available** | **Actual value scored** | **Feedback** |
|---|---|---|---|---|
| 2.2. An understanding is demonstrated of the characteristics of effective teamwork. | Give an overview of the characteristics of an effective work team. (You may use examples from your workplace to illustrate or highlight specific characteristics). (3) | 3 | | |
| 2.3. An understanding is demonstrated by various networking principles and techniques. | Explain what you understand the term 'networking' to mean (in terms of entrepreneurship). (1)<br>Give at least two examples of networking principle and / or techniques that you could apply when starting a new business in the citrus sector. (2) | 3 | | |
| 2.4. Potential personal limitations, abilities and expectations are identified for self-developmental purposes. | Explain why it is important for an entrepreneur to know and understand their own personal limitations. (1)<br>Give at least two examples of personal abilities you had identified during the course of the learning programme, that make you a good entrepreneur. (2)<br>Give an overview of your personal expectations in terms of the success of your business. (1) | 4 | | |
| The candidate should score at least 8 out of a possible 15 points to be declared competent in this ELO | | 15 | | |
| 3. Demonstrate an understanding of basic economics within a market economy. | In order to operate a business within a market economy, it is important for the entrepreneur to understand certain key economic principles.<br>Explain what you understand the term 'market economy' to mean (1) | 1 | | |
| 3.1. An understanding is demonstrated of new venture financing sources and opportunities. | Give at least two examples of different funding or financing sources and / or opportunities that you would consider when starting a new business. (2) | 2 | | |
| 3.2. An understanding is demonstrated of the principles of micro and macroeconomics. | Explain what the difference between micro and macroeconomics is. (1)<br>Give an example of how macroeconomics may influence a business in the citrus sector. (1) | 3 | | |

| **ELO** | **Key point in presentation (with allocated value)** | **Total value available** | **Actual value scored** | **Feedback** |
|---|---|---|---|---|
| | Give an example of how microeconomic may influence a business in the citrus sector. (1) | | | |
| 3.3. Potential threats and opportunities within the economic environment are identified for future business decision making. | It is important for an entrepreneur to identify threats and opportunities in the economic environment in order to make sound business decisions.<br>Give examples of at least two threats to a new business in the citrus sector in the current economic environment. (2)<br>Give examples of at least two opportunities for a new business in the citrus sector in the current economic environment. (2) | 4 | | |
| 3.4. An understanding is demonstrated of business competitiveness. Range: Business competitiveness includes but is not limited to factors such as inflation, exchange rates, interest rates, economic indicators and competition. | Compare a new primary citrus grower business unit in South Africa vs a similar unit in Brazil.<br>In your opinion, which is more favourable in it competitive factors? (1)<br>Discuss the following competitiveness factors to motivate your answer:<br>✓ Inflation (1)<br>✓ Exchange rates (1)<br>✓ Interest rates (1)<br>✓ Economic indicators (1)<br>✓ Competition (1) | 6 | | |
| The candidate should score at least 8 out of a possible 16 points to be declared competent in this ELO | | 16 | | |
| 4. Manage a new venture by applying business principles and techniques. | Prepare and present a simple business plan for a new venture of your choice in the citrus sector. (5)<br>Use the template below as a guideline for the business plan content. | 5 | | |
| 4.1. A business plan for a new venture is developed using strategic planning principles and techniques. | Explain what strategic planning principles and techniques you used to guide you through the business planning process. (2) | 2 | | |

| **ELO** | **Key point in presentation (with allocated value)** | **Total value available** | **Actual value scored** | **Feedback** |
|---|---|---|---|---|
| 4.2. Guidelines for the implementation and monitoring the strategic action plan are formulated in terms of milestones and timeframes. | Present an example of an activity that may require you to draft a strategic action plan. (1)<br>Now draft and present an actual strategic action plan document. (3)<br>Indicate clearly on the plan when and how you intend to monitor the implementation actions. (2)<br>Present the monitoring milestones and timeframes. (2) | 8 | | |
| 4.3. Financial management planning principles and techniques are applied in order manage the business in an efficient and effective manner. | Give two different examples of financial planning principles and / or techniques you intend to use to manage your business. (4) | 4 | | |
| 4.4. Production and / or operations management is applied in a chosen business opportunity. | Explain what you understand the term production and / or operations management to mean in the context of your chosen business in the citrus sector. (2) | 2 | | |
| 4.5. Sound human resources management techniques are applied in order to set up a productive and motivated workforce for a business. | Give 2 examples of human resources management techniques that you intend to use in your business. (2)<br>Explain what the value of sound human resources techniques have in terms of staff productivity and motivation. (1)<br>Give an example of a specific human resources tool or technique you can use to enhance staff motivation. (1) | 4 | | |
| 4.6. Administrative principles and procedures are applied for sound administration and record-keeping. | Give an overview of the administrative principles and procedures you intend to apply to your business. (2)<br>Explain what the value of good administration and recordkeeping is in terms of business success. (1) | 3 | | |
| The candidate should score at least 14 out of a possible 28 points to be declared competent in this ELO | | 28 | | |
| 5. Demonstrate an understanding of the role of leadership and management | Present how you view your own role as a learner and / or manager of your chosen business in the citrus sector (i.e. What functions do you | 2 | | |

| ELO | Key point in presentation (with allocated value) | Total value available | Actual value scored | Feedback |
|---|---|---|---|---|
| | think you will fulfil and what is the scope of your leadership role?). (2) | | | |
| 5.1. Knowledge is demonstrated of how management and leadership principles are applied to improve business effectiveness and efficiency. | Give two examples of leadership principles that can be applied to improve business effectiveness and efficiency. (2)<br>In your opinion, why is it important to study different leadership theories and principles and choose when to apply which in different business situations? (1) | 3 | | |
| 5.2. Knowledge is demonstrated of the differences between leadership and management in terms of managing a business. | Explain the difference between leadership and management. (1)<br>Give an example of a situation in your business where leadership is required. (1)<br>Give an example of a situation in your business where management is required. (1) | 3 | | |
| 5.3. Knowledge is demonstrated of leadership and management styles in relation to their impact on business performance. | Compare two different leadership and / or management styles that can be applied to business. Illustrate the different potential impacts on the business with examples. (4) | 4 | | |
| 5.4. Leadership and management principles and techniques are applied in order to enhance business performance. The entrepreneur combines 'land, labour and capital' with a particular idea or skill in order to run his business and market new or particular goods or services. | Present an example of how you as entrepreneur intend to combine 'land, labour and capital' with a specific leadership or management principle and / or technique to run your citrus sector business efficiently. (4) | 4 | | |
| The candidate should score at least 8 out of a possible 16 points to be declared competent in this ELO | | 16 | | |
| Feedback to learner | | | | |
| Feedback from learner | | | | |