

Pearson BTEC Level 3 Nationals Extended Diploma

Music Technology

Unit 7: Music Technology Enterprise Opportunities

Part S

Window for supervised period:
Thursday 10 May 2018 - Wednesday 23 May 2018
Supervised hours: 12 hours

Paper Reference
31809H

You do not need any other materials.

Instructions

- This booklet contains material for the completion of the set task under supervised conditions.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet must be kept securely until the start of the 12-hour supervised assessment period.
- This booklet must be issued to learners during the period of 2 weeks specified by Pearson.
- This booklet should not be returned to Pearson.

Information

- The total mark for this paper is 65.

Turn over ►

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Instructions to Teachers/Tutors

Centres must issue this booklet at the appropriate time.

The supervised assessment will take place in a window specified by Pearson.

Work must be completed on a computer.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Teachers/Tutors should note that:

- teachers should not give any direct guidance or prepared materials to learners
- all work must be completed independently by the learner.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During the supervised assessment sessions, the assessment areas must only be accessible to the individual learner and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept securely.
- Only permitted materials for the set task can be brought into the supervised environment.
- During any permitted break and at the end of the session materials must be kept securely and no items removed from the supervised environment.
- Learners are permitted to have supervised access to the internet but no other resources during the supervised assessment period.

After the session the teacher/tutor and/or invigilator will confirm that all learner work has been completed independently as part of the authentication submitted to Pearson.

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the preparatory period is conducted correctly so that learners have completed their preparation validly and independently.

Managing the completion of the pitch/presentation

Centres must schedule the pitches/presentations to allow time for each learner to be recorded carrying out their individual pitch/presentation. The 12 hours of supervised assessment do not include the time it takes to video the pitch/presentation. However, the video recording must still be undertaken during the assessment period of two weeks timetabled by Pearson.

Centres may conduct the tasks in any space suitable for recording. This may be a theatre, studio or performance space but could be a classroom or workshop space.

The schedule for completion of this task is at the discretion of the centre but within the supervised assessment window as timetabled by Pearson.

The centre must keep a record of the timetabling and completion of the assessment for all learners, including learners absent at the time originally scheduled for whom a later session is provided.

At the start of the recording each learner must clearly identify themselves giving their name, registration number and centre number.

Learner work must be recorded using a fixed-point camera that can successfully capture the whole pitch/presentation visually and audibly.

Centres must submit a continuous (i.e. one take) recording of each pitch/presentation. Recordings should not be edited, amended or manipulated. Centres must ensure that any presentation devices are picked up clearly by the video camera. A PDF of the presentation material should be included in the submission.

There is no requirement for an audience to be present during the recording. If an audience is present then there must be no active participation in, or interruption of, the pitch/presentation.

The pitch/presentation must not exceed the time limit stated; any evidence exceeding the time limit will not be considered.

Learners may not reattempt their pitch/presentation unless there has been a technical problem, such as failure of the recording device, lighting failure etc. or if there are circumstances that would merit special consideration.

Outcomes for submission

Learners will need to submit three files:

- a word processed resources/costings plan using the electronic template provided
- a word processed business case
- an 8–10 minute unedited video recording of a pitch/presentation*.

Each learner must complete an authentication sheet.

The work should be submitted no later than Friday 25 May 2018.

**Where presentation software has been used a PDF of the content should be provided in addition to the video recording.*

Instructions for Learners

Read the set task information carefully.

In this booklet you will be asked to carry out specific activities using the set task brief.

You will be given 12 hours for producing the final outcomes.

You will complete the activities within the set task under supervision and your work will be kept securely during any breaks taken.

You will have access to a computer.

You must work independently throughout the supervised assessment period and should not share your work with other learners.

Your teacher/tutor may clarify the wording that appears in this task but cannot provide any guidance in completion of the task.

This task must be completed under supervision in timetabled sessions provided by your centre. You will be given more than one timetabled session to complete these tasks.

Outcomes for submission

You will need to submit **three** files on completion of the supervised assessment period:

- a word processed resources/costings plan using the electronic template provided
- a word processed business case
- an 8–10 minute unedited video recording of a pitch/presentation*.

You must complete a declaration that the work you submit is your own.

Any notes or drafts do not need to be submitted with the final outcomes to Pearson.

**Where presentation software has been used a PDF of the content should be provided in addition to the video recording.*

Set Task Brief

You have been working part-time as a sound engineer providing a small vocal PA and supplementary equipment to bands and live artists. You would like to take this to the next level, buying a more powerful PA system, replacing your equipment and running the business full time, providing PA hire with yourself as the sound engineer.

You have decided to buy a 2–4kW PA system and ancillary equipment in order to develop your business. You already have an appropriate van. You plan to work mostly with bands and musicians in live venues but you are also thinking of other ways in which you could make money from supplying sound equipment and services.

In order to get started you will need finance. You have contacted your bank who offer a Small Business Loan scheme for amounts up to £20,000. You have been invited to present your case. The bank has asked for details of how much you think you need to borrow to buy the equipment, develop your business and how much income you expect to earn over the next two years. The bank needs to know that you can afford to pay back the loan and will need full details of income and expenditure, including income tax, basic living/ office/storage expenses, marketing, and projected earnings from the PA business.

You will prepare a bid for funding and present this to the bank manager.

To do this you need to:

- work out how much money you will need to develop your business, taking into consideration all aspects of running the business. You must complete a resources/ costings plan (electronic template provided).
- produce a business case that sets out the creative and financial vision for your business. The case will include an executive summary that gives an overview of your vision.
- pitch/present your ideas to the bank showing how you would market, finance and run the business. This should show how much money you would need to borrow and how it would be used to develop your business. You should show how you see the business earning money over the first two years. The pitch/presentation must be between 8–10 minutes long.

Set Task

You must complete ALL activities within the set task.

Activity 1: Resources/costings plan

Produce a resources/costings plan, in the electronic template provided, that breaks down and justifies the amount of money required to develop your business.

The areas to consider are:

- equipment
- staffing, support and training
- marketing
- any other resources/costs, e.g. income tax, loan repayments, insurance, storage/premises, health and safety
- potential income.

(Total for Activity 1 = 15 marks)

Activity 2: Business case

Write a business case that fully supports your ideas. You should include an executive summary (an outline of the core idea and **creative vision** including a clear indication of the purpose of the business and sources of income). The business case should focus on persuading the bank to provide a loan, showing how much money you require for the business and how you will be able to pay it back.

(Total for Activity 2 = 30 marks)

Activity 3: Pitch/presentation

Pitch/present your ideas, ensuring that you explain how you will market, finance and run your PA business. Your pitch/presentation must be between 8–10 minutes in length and will be recorded by your centre using audiovisual (AV) equipment.

You may use slides, charts, diagrams, audio and images but these should be relevant and support your presentation. You must ensure that they are clearly visible and audible to anyone watching the AV recording. You must clearly identify yourself at the beginning of the AV recording. The AV recording must not be edited.

(Total for Activity 3 = 20 marks)

TOTAL FOR PAPER = 65 MARKS