

**Pearson BTEC Level 3 Nationals
Extended Diploma**

Music Technology

Unit 7: Music Technology Enterprise Opportunities

Part S

Window for supervised period:
Monday 8 May 2017 – Friday 19 May 2017

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 should be kept securely until the start of the 12-hour supervised assessment period.
- This set task should be undertaken during the assessment period of 2 weeks timetabled 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

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

The set task should be carried out under supervised conditions.

Work should 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 are free to arrange the supervised assessment period how they wish provided the 12 hours for producing final outcomes are under the level of supervision specified, and in accordance with the conduct procedures. Between supervised assessment sessions, all learner work must be held securely by the centre and no further work may be brought into each session.

Refer carefully to the instructions in this task booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the assessment is supervised correctly. An authentication statement will be required confirming that learner work has been completed as directed.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator 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 period, the assessment areas must only be accessible to the individual learner and to named members of staff.
- Learners can access their work and the internet for research purposes only under supervision.
- Learner work must be backed up regularly.
- Any work learners produce under supervision must be kept securely.
- During any break materials must be kept securely.
- Any assessment materials not required by learners for submission must be collected and held securely by the Exams Officer until the EAR deadline at which point they may be recycled or destroyed.
- Any materials being used by learners must be collected in at the end of each session, stored securely and handed back at the beginning of the next session.

Managing the completion of the pitch/presentation

Centres should 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 as 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 should 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, centre number and registration number.

The learner's 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.

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 should 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

Three files will need to be submitted by each learner:

- 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.

A fully completed authentication sheet must be submitted by each learner.

The work should be submitted no later than 26th May 2017.

Instructions for Learners

Read the set task information carefully.

This contains all the information you need to complete each activity within the set task.

Plan your time carefully to allow for the preparation and completion of all the activities.

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 and/or invigilator 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 3 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.

A fully completed authentication sheet must also be submitted.

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

Set Task Brief

You and two of your friends have come up with an idea for a start-up business called weTechiT.

Your idea is to provide technical services to musicians in your local area. The technical services you plan to provide would range from instrument repair to set-up of DAW software and hardware. You are also considering the possibility of providing music software tuition to customers. You must decide how you will engage with your customers.

So far, the following suggestions have been made:

- being based in premises where people come for technical support
- face-to-face visits to support customers
- providing an online service
- a combination of the above.

In order to get started you will need finance. There are national and local charities that offer funding for new start-ups to young entrepreneurs. You have decided that this would be the best way to get your business up and running.

A local charity is offering funding of up to £5000 to new music technology enterprises. You must prepare a bid for funding and present this to the charity.

To do this you need to:

- work out how much money you will need to get your business started, 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 your creative and financial vision for weTechiT. The case will include an executive summary that gives an overview of your vision
- pitch/present your ideas to the charity showing how you would market, finance and run the business. This should show how much money you would need from the charity, how it would be used to get your business started and how you see the business earning money and developing. You should ensure that you support your pitch/presentation with industry-relevant examples. 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 start up your business.

The areas to consider are:

- equipment
- jobs/roles
- marketing
- any other resources/costs, e.g. website hosting, premises costs, etc
- potential income.

(Total for Activity 1 = 15 marks)

Activity 2: Business case

Write a business case that includes 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 winning the support of the local charity in providing funding to allow you to get your business up and running. The case should be presented clearly in an accessible format that fully supports your ideas.

(Total for Activity 2 = 30 marks)

Activity 3: Pitch/presentation

Pitch/present your ideas, ensuring that you explain how you will set up and run weTechIT. Your pitch/presentation must be between 8–10 minutes in length and will be recorded using audio-visual (AV) equipment by the centre.

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 TASK = 65 MARKS