

Pearson BTEC Level 3 Nationals Extended Diploma

Window for supervised period:

Wednesday 8 May 2019 – Tuesday 21 May 2019

Supervised hours: 12 hours

Paper Reference **31809H**

Music Technology

Unit 7: Music Technology Enterprise Opportunities

Part S

You do not need any other materials.

Instructions

- This booklet contains materials 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:

- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in writing or editing notes
- 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 individual learners and 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 breaks 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) documents 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 video recording. This may be a studio or performance space but could be a classroom or workshop.

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 learners must clearly identify themselves giving their name, registration number and centre number.

Learner work must be recorded using a fixed-point video 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. The video recording must not be paused or stopped, i.e. the full pitch/presentation, including any 'false starts' should be submitted to the examiner. 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 or lighting 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 should have a separate folder of work (three files: one video file and two presentation material pdf(s)) on a DVD or device(s) submitted.

Each learner must complete an authentication sheet. The work should be submitted no later than Thursday 23 May 2019.

** Where visual presentation devices have 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 should submit a separate folder of work (three files: one video file and two presentation material pdf(s)) on a DVD or device(s).

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 your 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 visual presentation devices have been used a PDF of the content should be provided in addition to the video recording.*

Set Task Brief

Having worked in studios for several years, you now want to develop your own online business enterprise specialising in mastering.

You need to consider the services you will offer as part of your online business and the platforms used to market and deliver these services. You can undertake all the mastering work yourself, but you may need to employ additional freelancers.

A local studio has offered you an acoustically treated room that you can use for mastering. You will not be charged for use of the room for the first year. This room is equipped with studio furniture, but you will need to purchase suitable equipment and software for mastering.

In order to get started you will need finance. You have decided that crowdfunding would be a good way to do this and need to make a decision on the model you will use, e.g. profit share or peer-to-peer crowdfunding.

You should prepare a pitch to persuade potential investors to contribute to the crowdfund. Your pitch/presentation should explain your business model and outline what the investors will get in return for their contribution to the crowdfund. You need to set a target figure for your crowdfund campaign based on the start-up costs, resources you will need to purchase and the running costs over the first year.

To do this you need to:

- complete a resources/costings plan (an electronic template is provided) to work out how much money you will need to get started. You should take into consideration all aspects of running the online business in the first year including projected income.
- produce a business case that sets out the creative and financial vision for your business. This will include an executive summary that gives an overview of your vision.
- pitch/present your ideas on video to potential crowdfunding investors. The pitch/presentation should show how you would finance, market and run the business and the funding you need to develop the business. You should take into consideration how investors may see a return on their investment.

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 needed to set up, develop and run your online enterprise over the first year.

The areas to consider are:

- equipment
- marketing
- online platform development and hosting
- any other resources/costs, e.g. freelancers, your own wages
- projected 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 people to back your idea through crowdfunding, showing how much money you require to develop the idea and how you will provide a return for investors.

(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 business. Your pitch/presentation must be between 8–10 minutes in length and will be recorded by your centre using audio-visual (AV) equipment.

You may use slides, charts, diagrams, audio and images but these should be relevant and support your presentation. You must ensure that the presentation materials 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

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