

VTCT Level 3 Award in Business Practice for Complementary Therapies (QCF)

Accreditation start date: **1 November 2010**
Credit value: **12**
Guided learning hours (GLH): **60**
Qualification number: **500/7349/7**

Statement of unit achievement

By signing this statement of unit achievement you are confirming that all learning outcomes, assessment criteria and range statements have been achieved under specified conditions and that the evidence gathered is authentic.

This statement of unit achievement table must be completed prior to claiming certification.

Unit code	Date achieved	Learner signature	Assessor initials	IV signature (if sampled)
Mandatory units				
UC30321				

The qualification

Introduction

The VTCT Level 3 Award in Business Practice for Complementary Therapies (QCF) aims to equip you with the necessary knowledge and skills to establish, maintain and promote a therapy business. It includes key business criteria such as legal requirements, marketing and public relations, communication techniques, different business types and opportunities. It also includes business requirements such as premises, resources, staff and environment.

National Occupational Standards (NOS)

Units in this qualification have been mapped to the relevant NOS (where applicable). This qualification is accredited on the Qualifications and Credit Framework (QCF).

This qualification is approved and supported by Skills for Health, the sector skills council for health.



Progression

The VTCT Level 3 Award in Business Practice for Complementary Therapies (QCF) provides progression opportunities to the following VTCT qualifications:

- Level 3 Diploma in Complementary Therapies (QCF)
- Level 3 Diploma in Aromatherapy (QCF)
- Level 3 Diploma in Reflexology (QCF)
- Level 3 Diploma in Body Massage (QCF)
- Level 3 Diploma in Complementary Therapies Techniques (QCF)
- Level 3 Diploma in Aromatherapy Techniques (QCF)
- Level 3 Diploma in Reflexology Techniques (QCF)
- Level 3 Diploma in Body Massage Techniques (QCF)

Qualification structure

Total credits required - 12

All mandatory units must be completed.

Mandatory units - 12 credits

VTCT unit code	Ofqual unit reference	Unit title	Credit value	GLH
UC30321	H/501/9255	Business practice for complementary therapies	12	60

Guidance on assessment

This book contains the mandatory units that make up this qualification. Optional units will be provided in additional booklets (if applicable). Where indicated, VTCT will provide assessment materials. Assessments may be internal or external. The method of assessment is indicated in each unit.

Internal assessment

(any requirements will be shown in the unit)

Assessment is set, marked and internally verified by the centre to clearly demonstrate achievement of the learning outcomes. Assessment is sampled by VTCT external verifiers.

External assessment

(any requirements will be shown in the unit)

Externally assessed question papers completed electronically will be set and marked by VTCT.

Externally assessed hard-copy question papers will be set by VTCT, marked by centre staff and sampled by VTCT external verifiers.

Assessment explained

VTCT courses are assessed and verified by centre staff. Work will be set to improve your practical skills, knowledge and understanding. For practical elements, you will be observed by your assessor. All your work must be collected in a portfolio of evidence and cross-referenced to requirements listed in this record of assessment book.

Your centre will have an internal verifier whose role is to check that your assessment and evidence is valid and reliable and meets VTCT and regulatory requirements.

An external verifier, appointed by VTCT, will visit your centre to sample and quality-check assessments, the internal verification process and the evidence gathered. You may be asked to attend on a different day from usual if requested by the external verifier.

This record of assessment book is your property and must be in your possession when you are being assessed or verified. It must be kept safe. In some cases your centre will be required to keep it in a secure place. You and your course assessor will together complete this book to show achievement of all learning outcomes, assessment criteria and ranges.



Creating a portfolio of evidence

As part of this qualification you are required to produce a portfolio of evidence. A portfolio will confirm the knowledge, understanding and skills that you have learnt. It may be in electronic or paper format.

Your assessor will provide guidance on how to prepare the portfolio of evidence and how to show practical achievement, and understanding of the knowledge required to successfully complete this qualification. It is this booklet along with the portfolio of evidence that will serve as the prime source of evidence for this qualification.

Evidence in the portfolio may take the following forms:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

All evidence should be documented in the portfolio and cross referenced to unit outcomes. Constructing the portfolio of evidence should not be left to the end of the course.

Many frequently asked questions and other useful information are detailed in the VTCT Candidate's Handbook, which is available on the VTCT website at www.vtct.org.uk/students. Other questions should be addressed to the tutor, lecturer or assessor.

Case studies

There is no case study requirement for this unit.

Unit assessment methods

This section provides an overview of the assessment methods that make up each unit in this qualification. Detailed information on assessment is provided in each unit.

Mandatory units				
		External	Internal	
VTCT unit code	Unit title	Question paper(s)	Observation(s)	Assignment(s)
UC30321	Business practice for complementary therapies	0	✘	✔

Unit glossary

	Description
VTCT product code	All units are allocated a unique VTCT product code for identification purposes. This code should be quoted in all queries and correspondence to VTCT.
Unit title	The title clearly indicates the focus of the unit.
National Occupational Standards (NOS)	NOS describe the skills, knowledge and understanding needed to undertake a particular task or job to a nationally recognised level of competence.
Level	Level is an indication of the demand of the learning experience, the depth and/or complexity of achievement and independence in achieving the learning outcomes. There are 9 levels of achievement within the Qualifications and Credit Framework (QCF).
Credit value	This is the number of credits awarded upon successful achievement of all unit outcomes. Credit is a numerical value that represents a means of recognising, measuring, valuing and comparing achievement.
Guided learning hours (GLH)	GLH is an estimate of the time allocated to teach, instruct, assess and support learners throughout a unit. Learner initiated private study, preparation and marking of formative assessment is not taken into account.
Observations	This indicates the minimum number of observations required to achieve the unit.
Learning outcomes	The learning outcomes are the most important component of the unit, they set out what is expected in terms of knowing, understanding and practical ability as a result of the learning process. Learning outcomes are the results of learning.
Evidence requirements	This section provides guidelines on how evidence must be gathered.
Maximum service times	The maximum time in which a particular service or practical element must be completed.
Observation outcome	An observation outcome details the practical tasks that must be completed to achieve the unit.
Knowledge outcome	A knowledge outcome details the theoretical requirements of a unit that must be evidenced through oral questioning, a mandatory written question paper or portfolio of evidence.
Assessment criteria	Assessment criteria set out what is required, in terms of achievement, to meet a learning outcome. The assessment criteria and learning outcomes are the components that inform the learning and assessment that should take place. Assessment criteria define the standard expected to meet learning outcomes.
Range	The range indicates what must be covered. Ranges must be practically demonstrated in parallel to the unit's observation outcomes.

UC30321

Business practice for complementary therapies

It is the aim of this unit to provide you with the knowledge, understanding and skills to research, plan, maintain and market a business in the complementary therapy industry. You will also learn to communicate effectively with clients and colleagues.

Level

3

Credit value

12

GLH

60

Observation(s)

0

External paper(s)

0



Business practice for complementary therapies

Learning outcomes

On completion of this unit you will:

1. Understand the key business criteria required for complementary therapy
2. Be able to research a business concept
3. Be able to plan, prepare and maintain a business plan

Evidence requirements

1. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. In most cases this can be done by your assessor questioning you orally. However, other techniques, such as projects, assignments and/or reflective accounts may also be used.
2. *External paper*
There is no external paper requirement for this unit.
3. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
4. *Case studies*
There is no case study requirement for this unit.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Understand the key business criteria required for complementary therapy

You can:	Portfolio reference / Assessor initials*
a. Explain the legal requirements of running a business	
b. Explain how marketing and public relations are used in successful businesses	
c. Describe the employment opportunities within complementary therapies industries	
d. Evaluate communication techniques and describe how to communicate effectively with clients and colleagues	
e. Explain how to promote complementary therapies practices and produce promotional material	

* Assessor initials to be inserted if orally questioned.



Outcome 2

Be able to research a business concept

You can:	Portfolio reference / Assessor initials*
a. Compare and contrast different business types	
b. Design and research a potential business opportunity using a range of sources	
c. Research potential premises, staff, products and resource requirements	

* Assessor initials to be inserted if orally questioned.



Outcome 3

Be able to plan, prepare and maintain a business plan

You can:	Portfolio reference / Assessor initials*
a. Plan and prepare an appropriate business plan for a potential business	
b. Review premises, staff and resource requirements to maintain a business plan, including professional services that may be required	
c. Calculate costs of treatments, products and services offered	
d. Estimate start up and running costs	

* Assessor initials to be inserted if orally questioned.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Understand the key business criteria required for complementary therapy

Legal requirements: Applicable national/local legislation relating to the workplace, for example health and safety, equality and diversity, data protection, employment, consumer protection, workplace regulations, manual handling, use of work equipment, liability insurance, employees, professional indemnity, control of substances hazardous to health, handling, storage, disposal and cautions of use of products, fire precautions, occurrences, hygiene practice, disposal of waste, environmental protection. Further information should be sought from the relevant authorities.

Marketing and public relations: Importance of marketing and public relations, market research and segmentation, customer needs and wants, promotion of products and services.

Employment opportunities: Self-employed (renting a room, room in own home, mobile therapist, owning a clinic), employed (spa, salon, clinic, health care, hotels, fitness centres, cruises, education, agency), full-time and part-time, career progressions (e.g. junior therapist, therapist, senior therapist, manager), roles and responsibilities, advantages and disadvantages of different employment opportunities (e.g. location, pay, conditions, progression routes, development).

Communication techniques: Verbal (language, tone of voice, clarity, use of open and closed questioning), non-

verbal (active listening techniques, body language, gestures, eye contact, facial expressions), use of visual aids, barriers to effective communication, importance of communication and rapport with others (clients, working team, other therapists, suppliers), advantages and disadvantages of communication techniques.

Promotion of practices: Promotional methods (posters, leaflets, mail shots, business cards, website, newspaper advertisements, TV or radio press release, gift vouchers, referrals, word of mouth, presentations and demonstrations, open events, promotional materials, loyalty cards, special price offers, packages, point of sale displays, merchandising, endorsement, networking, client feedback and questionnaires), advantages and disadvantages of different promotional methods, the importance of corporate image in production of promotional material (business cards, price lists, stationery, posters, forms).



Outcome 2: Be able to research a business concept

Different business types: Type of business (partnership, limited company, franchise, sole trader, mobile), examples of specific complementary establishments, advantages and disadvantages of different business types (e.g. products and services, costs, operation, success).

Potential business opportunities: Use research methods (qualitative, quantitative, market research, data analysis, questionnaires, and survey), use research sources (e.g. websites, newspapers, magazines, business reports), strengths, weaknesses, opportunities and threats analysis.

Potential business requirements: Premises (e.g. location, size, costs), staff (e.g. job roles, qualifications, pay and conditions), products, resources (e.g. consumables, equipment, furniture).

Outcome 3: Be able to plan, prepare and maintain a business plan

Business plan: Mission statement, market research and segmentation, competitor analysis, premises and location, products, services and prices, fixed and variable costs, staffing requirements, strengths, weaknesses, opportunities and threats analysis, risk analysis, insurance, marketing and publicity, finance and accounting systems, cash flow forecast, security and data protection.

Business requirements for plan: Review premises, staff and resources to maintain a business plan, professional services that may be required (e.g. accountant, solicitor, product suppliers, public relations, administration).

Service costs: Selling prices for treatments, services and products, staffing costs, commercially acceptable treatment times, profits.

Start-up and running costs: Fixed costs, variable costs, premises, rent, equipment and stock, staff, advertising and promotional materials, insurance, tax, licensing, travel expenses, professional association fees, methods of estimation (spreadsheets, calculations, profit and loss).

Notes

Use this area for making notes and drawing diagrams


