T-LEVELS | Institute for Apprenticeships & Technical Education

T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief - Task 4

SAMPLE

v1.1: Specimen assessment materials
16 November 2023
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NCFE

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Student instructions

- read the project brief carefully before starting your work
- you must work independently and make your own decisions as to how to approach the tasks within the employer set project
- you are permitted to bring in and use your own research, carried out in response to the pre-release task, to the supervised sessions but these must be checked for suitability by your tutor
- you must clearly name and date all of the work that you produce during each supervised session
- you must submit all of your work to a secure area provided by your tutor at the end of each supervised session following the instructions for each task
- you must not work on the assessment in between supervised sessions
- some tasks will permit the use of the internet for specific reasons – this information will be provided, where relevant, in the additional guidance section for each task

Student information

- this employer set project will assess your knowledge, understanding and skills from across the core content of the qualification
- tasks 1 and 3 will also assess your English skills and task 3 will assess your digital skills
- in order to achieve a grade for the core component, you must attempt both of the external examinations and the employer set project
- the combined marks from these assessments will be aggregated to form the overall core component grade (A* to E and U) – if you do not attempt one of the assessments, or fail to reach the minimum standard across all assessments, you will receive a U grade
- the maximum time you will have to complete all tasks for this employer set project is 15 hours:
    - your tutor will explain how this time is broken down per task and will confirm with you if individual tasks need to be completed across multiple sessions
- at the end of each supervised session, your tutor will collect all employer set project assessment materials before you leave the room
- you must not take any assessment material outside of the room, for example, via a physical memory device
- you must not upload any work produced to any platform that will allow you to access materials outside of the supervised sessions (including email)
- you can fail to achieve marks if you do not fully meet the requirements of the task, or equally if you are not able to efficiently meet the requirements of the task

Plagiarism

Plagiarism may result in the external assessment task being awarded a U grade.

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Presentation of work

- all of your work should be completed electronically using black font, Arial size 12pt, and be within standard border sizes unless otherwise specified
- all of your work should be clearly labelled with the relevant task number and your student details and be legible, for example, front page and headers
- electronic files should be named using the following format: Surname_Initial_student number_evidence reference, for example, Smith_J_123456789_Task1 for identification purposes – where evidence reference is shown, this should be replaced with the task number for which the work reflects and saved in a .pdf format
- all pages of your work should be numbered in the format ‘page X of Y,’ where X is the page number and Y is the total number of pages
- you must complete and sign the external assessment cover sheet (EACS) – declaration of authenticity form and include it at the front of your assessment task evidence when it is submitted
- you must submit your evidence to the secure area at the end of each session

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Brief

You are a digital data technician, working for a data consultancy firm, which offers advice and guidance to businesses on how data analytics can be used to inform change.

Your client KJR Garages, is a car parts dealership in the UK. The business was established in 1999, and KJR Garages now employs 145 employees across multiple sites in the UK. As a retailer their aim is to offer a range of car parts direct to the customer. They serve customers at 6 of their own garages located in London, Glasgow, Edinburgh, and Manchester. KJR Garages has a distribution centre located near its Glasgow garage. The distribution centre ships products to customers for any order placed online. The customer can be either current or new customers who may own a car, or mechanics working at other garages looking for parts to repair cars.

The company goals for the coming year include, increasing online business, increasing customer spend, and expanding its customer base. The business focus for the coming year is to assess whether to close any, or all of its garages and move towards an online only business.

KJR Garages keeps sales and performance data, this includes:

- sales figures – from garages and online
- customer data – linked to online business only
- survey results from satisfaction surveys

The sales director has reviewed the sales figures for the previous year and has noticed a sharp increase in online sales, and a decline in local garages purchasing parts directly from the KJR Garages. They have heard the term data analytics but are not sure what this is or if it could help the business.

The directors would like you to show them how to use the data they have, along with external data sources to help inform their future decision making, and to confirm whether transitioning to an online only business is the right strategy.

You have been asked to inform the company how it can use data analytics to increase customer sales and spend per customer. You should also consider how this data will factor into its business focus.

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Task 4

You must read the information on all pages provided for this task before starting your response.

(8 marks)

Scenario

Business priorities for your company have now changed and you will soon be moving onto a new project. Before this happens, your line manager (technical audience) wants you to prepare for a post project review meeting and has asked you to complete a reflective evaluation. You have been provided with an internal document which should be used to complete the task.

Instructions to students

1. Your evaluation (8 marks) must apply a reflective technique of your choice and should:

- demonstrate your understanding of the clients' requirements
- demonstrate your own performance:
  - discuss what you have achieved
  - discuss what you found most difficult
- demonstrate the processes taken:
  - key actions
  - tools and techniques used
- demonstrate the key outcomes:
  - evaluate how well your proposed solution has met the needs of the brief
  - evaluate your application of methods used
  - evaluate the effectiveness of the tools and techniques used throughout the project
  - discuss your understanding of the need for further learning and development

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Evidence requirements

A word processed reflective evaluation saved in a .pdf format and submitted via a secure area.

When you have completed this task, you should save it in a .pdf format, and name your file:

- Surname_Initial_student number_evidence reference, for example: Smith_J_123456789_Task4

Additional guidance

You will be provided with copies of all previously completed tasks at the start of this task, for reference only.

You will be provided with an electronic template for the reflective evaluation.

You will have access to a word processing application or other suitable software to enable you to complete this task.

Access to the internet or previous class notes/teaching materials is not permitted.

Time for completion

Maximum of 2 hours.

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Document information

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Change History Record

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v1.0	Published		September 2022
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