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 1

SAM

v1.1: Specimen assessment materials
16 November 2023
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NCFE

T Level Technical Qualification in Digital Business Services Employer set project (ESP)

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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 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 keep 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 1

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

(18 marks)
This includes 2 marks for English skills

Scenario:

Your line manager has held an initial planning session with the KJR Garages team and has emailed you the output from this meeting. As a result of the initial planning session, the team has collectively identified the considerations of the project that it would like to see taken into account. These include:

- the business focus of KJR Garages
- appropriate methods of analysing data
- risks of storing and analysing data
- key influences
- internal and external stakeholders in the project
- main aims, goals, and objectives of the project

You must assess the project considerations and identify any potential risks using the detail provided in the brief.

Your line manager has sent you data to use to produce your Gantt Chart, shown in Table 1.

Create a Gantt Chart (project management tool) showing the most effective way to structure the project. Then draft an email to your manager justifying your decisions.

Table 1

Consideration	Business Priority?	Short/Medium/ Long term issue	Possible time frame?
Data analytics - what is it?	Medium	Short	
Data analytics - how will it be of benefit?	Medium	Short	
DPA 2018	High	Medium	
Other regulatory considerations	Unknown	Medium	
Distribution centre - correct location?	Medium	Long	9 months
Staffing - numbers correct	High	Medium	
Staffing - skill sets and management shortages	Low	Medium	

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Aims and objectives of the company	High	Short	
Scoping meetings - employees/project managers/directors	Medium	Short	3 weeks
What is in and out of scope for the project	High	Short	
Stakeholder considerations	Low	Medium	2 months
Decision influencers	Low	Medium	
Communication channels	High	Medium	
Key project influences	High	Short	

Instructions for students

Using the information provided in the table and in the brief, you should create a Gantt Chart which structures the order of the project considerations. You then need to email your line manager, using the provided template, with your justifications for your decisions.

1. Your Gantt Chart (8 marks) should:

- provide detail on what you think is the most efficient order to take into account the project considerations
- have an effective design and communicate the project dependencies

2. Your email (8 marks + 2 marks for English skills) should:

- provide justification for the order of project considerations presented in the Gantt Chart
- explain any project dependencies
- explain any potential risks and issues that your decisions could have on the end project

Evidence requirements

A Gantt Chart submitted at the end of task 1 in a .pdf format.

An email using the template provided, saved in a .pdf format.

A copy of your internet browsing history, saved in a .pdf format.

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

- Surname_Initial_student number_evidence reference, for example: Smith_J_123456789_Task1

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Additional guidance

You will be provided with your pre-release research at the start of this task for reference only.

Internet access is available for this task to allow you to use online resources to help you create your Gantt chart, if needed. A copy of your internet browsing history must be submitted as part of your evidence for this task.

You will be provided with an email template for this task.

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

On completion of the task, you should save your Gantt chart and email in a .pdf format before submitting to a secure area. Your tutor will provide you with further details.

The evidence for task 1 will be marked in this form; however, you will be able to refer to your submitted work for future tasks where relevant.

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

All the materials from the pre-release and the brief will be available throughout the duration of task 1.

You are permitted to have up to a maximum of 15 minutes rest break during this task. This must be supervised.

Time for completion

Maximum of 3 hours.

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Change History Record

Version	Description of change	Approval	Date of Issue
v1.0	Published		September 2022
v1.1	Sample added as a watermark.	November 2023	16 November 2023

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