

MODULE DETAILS

Name	Establishing and Managing an Electrical Contractor’s Business
Nominal Duration	20 Hours
Codes	
AQF Levels	Level 4 and above
Discipline Code	

MODULE PURPOSE

The aim of this module is to provide the learner with the knowledge and skills to plan, establish and manage a small contracting business.

PREREQUISITES

Competencies or modules required for entry into this module:

- EA 103 Small Electrical Business and the Law.
- EA 104 Electrical Quoting, Estimating and Tendering
- EA 105 Small Electrical Business and Financial Management

RELATIONSHIP TO COMPETENCY STANDARDS

Supports NES618	Develop and apply electrotechnology contracting business plans
Supports NES619	Apply electrotechnology contracting business practices

CONTENT

In achieving the learning outcomes, the following topics should be addressed:

1. Business Performance
 - 1.1 S.w.o.t. analysis
 - 1.2 Characteristics of the entrepreneur
 - management skills
 - personal appraisal
 - personal development
 - self-motivation
 - goal setting and planning
 - 1.3 Sources of information.
 - 1.4 Monitoring performance

2. The Marketplace
 - 2.1 Market opportunities created through developments in:
 - technology
 - legislation
 - society
 - 2.2 Assessing the marketplace using surveys and statistics:
 - market opportunities in general
 - further training to fulfil market niches
 - competitive business characteristics (including pricing)
 - positioning strategy
 - demographic distribution of potential client groups
 - 2.3 Advertising media; their general costs, characteristics, features and viability for the small contracting business, including the following types:
 - newspaper
 - radio
 - television – capital city & country
 - signage
 - magazines, particularly specialist magazines
 - direct mail
3. Financial requirements
 - 3.1 cash flow forecasting
 - 3.2 sources of finance
 - 3.3 loan applications
 - 3.4 break-even analysis
4. Management of human resources
 - 4.1 Functions, roles and activities of a manager
 - 4.2 Factors which affect job performance
 - 4.3 Motivational principles
 - 4.4 Leadership skills
 - 4.5 Time management

ASSESSMENT STRATEGY

Assessment Method

Multi-choice test
 Written Short answers
 Matching Answers
 Assignment
 Project

Wherever possible the assessment instruments must focus on assessing application rather than assessing knowledge eg. In lieu of asking a learner to “**state**” information, the learner should be asked to display **where, how, and why** that information is used.

Holistic testing by testing a number of assessment criteria together within one or more sizeable tests is the preferred method. This assessment may be achieved by utilising simulated project work or actual project work in progress.

Conditions of Assessment

Appropriate facilities will be provided.

LEARNING OUTCOME DETAILS

Learning Outcome 1	Evaluate those factors, which influence the performance and structure of a small electrical contracting business.
Assessment Criteria	<ol style="list-style-type: none"> 1.1 Identify those factors which enhance the strengths and contribute to the weaknesses of small business in general. 1.2 Identify the characteristics of the entrepreneur. 1.3 Document all the sources of information and assistance available to those intending to establish an electrical contracting business. 1.4 Define appropriate monitoring strategies.
Learning Outcome 2	Establish a marketing plan for a small electrical contracting business.
Assessment Criteria	<ol style="list-style-type: none"> 2.1 Investigate specialty fields, agencies and franchises for a contracting business and the manner in which changes to technology, society, legislation and environmental issues create opportunities within the marketplace. 2.2 Perform market research using relevant statistics and surveys for the purpose of identifying: <ul style="list-style-type: none"> Target markets Potential customer distribution and density Appropriate positioning policy Business location 2.3 Develop an appropriate advertising profile suitable for implementation by a small contracting business. 2.4 Develop an overall plan for the establishment of a small contracting business undertaking installations, repairs and maintenance. 2.5 Develop policies for implementation of customer protocols and Quality Assurance procedures relative to an electrical contracting business.

Learning Outcome 3	Prepare a financial plan for a small electrical contracting business.
Assessment Criteria	<p>3.1 Prepare financial targets for an electrical contracting business.</p> <p>3.2 Determine the money required in setting up an electrical contracting business.</p> <p>3.3 Determine the Break-even points for suitable business profiles.</p>
Learning Outcome 4	Formulate strategies for the management of human resources in a small electrical contracting business.
Assessment Criteria	<p>4.1 Identify the various functions, roles and activities of management within an electrical contracting business.</p> <p>4.2 Identify the factors that significantly affect an individual’s job performance in an electrical contracting business.</p> <p>4.3 Apply motivational principles to an electrical contracting business.</p> <p>4.4 Discuss authority, leadership, power and conflict in an electrical contracting business.</p> <p>4.5 Discuss organisational skills and goal-setting for more effective time management.</p>

DELIVERY OF THE MODULE

Delivery Strategy

This module provides for delivery by off-the-job training in a variety of modes.

Strategies should be selected to reflect the nature of the learning outcomes and the needs of the learner.

SUGGESTED MODES with Adult Learning Focus

- Distance education
- Self pacing
- Open learning
- Full or part-time
- Off-the-job training supported by project work

SUGGESTED STRATAGIES

- Individual research
- Individual activities
- Open discussion

- Group discussion
- Group activities
- Demonstration
- Guest speaker
- Relevant Computer Software
- CAL and CML
- Analysis of case studies
- Application to own business situation

Some areas of content may be common to more than one learning outcome and therefore integration may be appropriate. It is expected that learners will undertake private research to assist in the achievement of competency.

Resource Requirements

The following minimum human and physical resources must be available for the delivery of this module:

HUMAN RESOURCES

Those chosen to be involved in the instructional process must possess the following pre-service and/or in-service competencies and knowledge:

Pre-service - content related

possess competencies and knowledge relevant to the module which are at a level equivalent to or higher than the module of instruction to be presented.

Pre-service - experience

possess a level of varied and relevant application such as would be attained in five years of quality industry experience and which is commensurate with the module taught;

Pre-service - instructional

possess competencies and knowledge relating to the development, presentation, assessment and evaluation of the module;

In-service

maintain and enhance professional competencies and knowledge relevant to both the content of the module being presented and the methodologies of preparation and assessment of material for this module.

PHYSICAL RESOURCES

The learner will be provided with:

- access to a library of relevant reference material.

The learner will provide:

- nil.

Workplace Health and Safety Requirements

Learners must be made aware of relevant workplace health and safety issues in all situations and are required to demonstrate safe working practices at all times.

The work area must comply with current workplace health and safety legislation.