

<b>Unit Title:</b>	<b>Manage product and/or service development</b>
OCR unit number:	17
Level:	5
Credit value:	5
Guided learning hours:	23
Unit reference number:	Y/506/2068

## Unit aim and purpose

This unit aims to develop the knowledge and skills required to manage product and/or service development. Upon completion of this unit, learners will have an understanding of the development of new or improved products and/or services. Learners will be able to establish the need for, and manage the development of, new or improved products and/or services.

Learning Outcomes	Assessment Criteria	Additional Guidance
<b>The Learner will:</b> 1 Understand the development of new or improved products and/or services	<b>The Learner can:</b> 1.1 Analyse the stages of the development process, product life cycle and their requirements 1.2 Explain the requirements of market segmentation 1.3 Analyse the factors affecting buyer behaviour 1.4 Evaluate the use of market analytical tools when developing new or improved products and/or services	
2 Be able to establish the need for new or improved products and/or services	2.1 Establish criteria by which the need for new or improved products and/or services will be evaluated 2.2 Evaluate customers' and potential customers' perceptions of the uses, value and quality of proposed products and/or services 2.3 Identify competitor activity that may have an impact on the market for new or improved products and/or services 2.4 Assess the likely impact of customers' culture and behaviour on potential sales	

Learning Outcomes	Assessment Criteria	Additional Guidance
3 Be able to manage the development of new or improved products and/or services	3.1 Take action to ensure that proposals are consistent with organisational strategy, objectives and values 3.2 Assess the costs of developing new or improved products and/or services 3.3 Assess the viability of products and/or services by carrying out viability tests 3.4 Evaluate the degree of success of new or improved products and/or services	

## Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

## Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

## National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).

Occupational standards	Unit number	Title
Management & Leadership (2012) National Occupational Standards:	CFAM&LFB4 CFAM&LFB5	<ul style="list-style-type: none"> <li>Manage the development of products and services</li> <li>Manage the marketing of products and services</li> </ul>

## Additional information

For further information regarding administration for this qualification, please refer to the OCR document 'Admin Guide: Vocational Qualifications' (A850) on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk).