



LEVEL 2 AWARD IN

Starting and Developing a Social Enterprise

Qualification time:
**120
hours**

Guided learning:
**43
hours**

Self-directed:
**77
hours**

Qualification
Level 2

Typical duration:
6-9 Mths



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FOR ENTERPRISE



About This Qualification:



This qualification is suitable for **early stage founders, changemakers and leaders of existing organisations** who want to explore social enterprise as a route to impact, as well as leaders of existing organisations who want to strengthen their foundations and sustainability.

There are no formal entry requirements for this qualification, although completion of the **Level 1: Undertaking an Individual Role within the Planning, Delivery and Review of a Social Enterprise Activity** may be helpful for those who want an opportunity to test an early-stage idea.

To successfully complete the qualification, learners should have communication and English language skills sufficient to meet the assessment requirements. If learners require reasonable adjustments or additional learning support, this can be discussed in advance.

5 MANDATORY UNITS

Unit Title	Reference Number	Mandatory/Optional	Unit Level	Credit Value	Guided Learning (Hours)
Developing a Social Enterprise Business Model	K/651/5825	M	2	3	11
Understanding the Impact of a Social Enterprise	L/651/5826	M	2	3	11
Managing Stakeholder Relationships	M/651/5827	M	2	2	7
Selecting a Legal Structure for a Scoail Enterprise	R/651/5828	M	2	2	7
Understanding the Financing of a Social Enterprise	T/651/5829	M	2	2	7

Assessment



Assessment is completed through:

- A portfolio of evidence, and
- End-of-unit questionnaires

Grading is pass/fail, with one resubmission opportunity included. Additional marking charges may apply after this. There are no exams.

The assessment method has been designed to support learners to apply learning to their own social venture, rather than demonstrating theory alone. Learners have three months after their final workshop to submit their completed portfolio and end-of-unit questionnaires.



This qualification is awarded by SFEDI Awards (Small Firms Enterprise Development Initiative), an awarding organisation founded in 2007 specialising in enterprise learning and business support qualifications.

SFEDI Awards supported the development of the qualification framework upon which this course is built. SFEDI is regulated by Ofqual, with qualifications recognised across the UK and aligned to the SFEDI National Occupational Standards.

As part of our membership of SFEDI, all learners are invited to access one year's free study membership of the Institute of Enterprise and Entrepreneurs (IOEE), providing access to online resources, peer connection and a professional profile page.

Course delivery schedule

Learners can complete this course either:

 **Online (facilitated via Microsoft Teams)**

 **In person**



The qualification includes a blend of self-led learning and facilitated sessions. Workshops are designed to maximise peer learning and practical application – rather than “chalk and talk” delivery.

To support deeper workshop discussion, learners complete pre-reading in advance to build their theoretical understanding. Learners are also provided with a short video summary of key learning points to support accessibility and different learning styles.

Each unit follows the format below:

 **Pre-reading materials and introductory video**

 **Facilitated workshop**

 **Podcast with a guest expert on the topic**

 **End-of-unit webinar to review the lessons of the unit and start the assessment**

Each unit includes case study learning to bring the content to life and support practical application, without relying on generic examples.

In addition to the five mandatory units, learners attend a final session where they have the opportunity to share their social enterprise plan with peers and receive feedback. This brings together learning across the programme and supports learners to refine their next steps.



From our Founder

We launched this qualification because we saw too many purpose-driven founders trying to build social enterprises without a clear, credible foundation to lean on. There was a real gap for a nationally recognised programme that combined academic rigour with the lived reality of starting and running a social venture.

By working with Durham University and social entrepreneurs across the UK, we've created a course that goes beyond theory. It gives founders the structure, confidence and practical tools they need to make better decisions, strengthen sustainability, and build social impact that can last.

Kate Duffy



From our Research Partner

Social enterprises face complex challenges that require both sound theory and practical judgement. This qualification was developed to bridge that gap. Drawing on Durham University's research, sector insight and direct engagement with social entrepreneurs, the programme translates academic thinking into practical learning that founders can apply immediately.

Our involvement reflects a commitment to supporting high-quality, evidence-based education that strengthens decision-making, sustainability and long-term social impact

Jonathan Kimmitt

Curriculum overview

By the end of the qualification, learners will have produced a practical portfolio of tools and evidence that can form the foundation of a social enterprise plan.

As an accredited qualification, the curriculum is mapped directly to learning outcomes and assessment criteria. Below is a summary of the five units.

UNIT 01

Developing a Business Model for a Social Enterprise.

This unit focuses on helping learners understand how a social enterprise works as a system — bringing together purpose, people, activities and income in a coherent and viable way. Participants will explore what a business model really is (and how it differs from a business plan), with a strong emphasis on designing a model that balances social impact with financial sustainability.

Using a structured business model tool, learners will examine value propositions, customer and beneficiary relationships, revenue streams, key resources and partnerships, and how these elements interact. The unit encourages critical thinking about opportunities, risks and assumptions, and supports learners to develop and refine a business model grounded in real-world evidence and market insight.

Learning is brought to life through a detailed case study of a UK social enterprise enabling learners to analyse how a business model evolves in practice and to apply the canvas to a real organisation before developing their own.

Learning Outcome The learner will:		Assessment Criterion The learner can:	
1	Understand the key elements of the business model for a social enterprise	1.1	Describe what is meant by a business model
		1.2	Identify the differences between a business model and a business plan
		1.3	Identify the key characteristics of the business model for a social enterprise
2	Understand the characteristics of a value proposition for a social enterprise	2.1	Define what is meant by a social value proposition
		2.2	Identify the key characteristics of a social value proposition for a social enterprise
		2.3	Explain how the problems addressed by a social enterprise can be developed into a social value proposition
3	Understand the opportunities and challenges in developing a social enterprise business model	3.1	Describe the factors associated with the visibility of a social enterprise
		3.2	Explain the approaches to developing the business model of a social enterprise
		3.3	Identify the potential risks associated with developing the business model for a social enterprise



Assessment requirement:

- An end-of-unit questionnaire where learners will demonstrate their knowledge.
- A completed business model assessment task, applying a structured tool to the learner's own social venture

Learner feedback

"Level 2 helped me simplify a complex subject and identify tangible actions. It has helped to reframe my mindset and will be a valuable reference point as I move forward."



UNIT 02

Understanding the impact of a social enterprise.

This unit introduces the foundations of social impact; what it is, who it affects, and how it can be intentionally designed and assessed. Learners will explore the different ways social enterprises create change for internal and external stakeholders, across social, economic, cultural, environmental and wellbeing dimensions.

Learners will develop a clear framework to explain and measure their impact, helping participants clearly articulate how their activities lead to outputs, outcomes and longer-term impact, and what assumptions underpin that logic. The unit also introduces practical approaches to impact measurement, enabling learners to select appropriate frameworks, indicators and tools that support learning, accountability and improvement rather than overly burdensome reporting.

A real-world case study is used throughout the unit to examine how a social enterprise plans, delivers and assesses its impact, giving learners a concrete example to test and refine their own impact thinking.

Learning Outcome The learner will:		Assessment Criterion The learner can:	
1	Understand the impact of a social enterprise on internal and external stakeholders	1.1	Describe how a social enterprise can impact different groups of internal and external stakeholders
		1.2	Identify examples of the following types of impact associated with the activities of a social enterprise
2	Understand how social enterprises can create a theory of social impact	2.1	Describe how a social enterprise can plan to create social impact for target stakeholders
		2.2	Explain the relationship between activities, outcomes and impact of a social enterprise
		2.3	Explain the importance of being able to communicate the assumptions underpinning social impact to others
3	Understand approaches to assessing the impact of a social enterprise to internal and external stakeholders	3.1	Identify the advantages and disadvantages of different methods for assessing the impact of a social enterprise on internal and external stakeholders
		3.2	Identify the indicators which can be used to measure different types of impact associated with the activities of a social enterprise



Assessment requirement:

- An end-of-unit questionnaire where learners will demonstrate their knowledge.
- A completed impact framework, demonstrating how the learner's activities create outcomes and longer-term impact



UNIT 03

Managing Stakeholder Relationships

This unit explores the human and relational side of running a social enterprise. Learners will examine the importance of internal culture, values and roles in delivering a social mission, and how different people contribute in different ways.

Learners will explore practical tools to understand organisational culture and how behaviours, routines and power dynamics shape impact in practice. The unit also focuses on external stakeholders including funders, partners, clients and communities; and how impact can be communicated ethically and effectively. Learners will consider how to prioritise relationships, manage differing expectations, and tailor communication strategies to build trust, legitimacy and long-term support.

The unit draws on a practical case study to explore real stakeholder challenges, allowing learners to apply tools and frameworks to a lived organisational context before reflecting on their own enterprise.

Learning Outcome The learner will:		Assessment Criterion The learner can:	
1	Understand the importance of internal relationships in managing a social enterprise	1.1	Describe the people required to deliver the value proposition of a social enterprise
		1.2	Explain why a social enterprise needs different types of people to deliver the value proposition of a social enterprise
		1.3	Describe the different roles that people can play in delivering the value proposition of a social enterprise
2	Understand the importance of building external relationships through effective communication of impact	2.1	Explain how impact of a social enterprise can be communicated to different external stakeholders
		2.2	Identify the opportunities and challenges in communicating the impact of a social enterprise to different external stakeholders



Assessment requirement:

- An end-of-unit questionnaire where learners will demonstrate their knowledge.
- A completed stakeholder analysis demonstrating prioritisation and communication planning.

Learner feedback

"I have found this course incredibly helpful to focus and structure the core points when starting a social enterprise. I feel this course has helped me become more confident and I'm now a lot clearer on the actions I need to take."



UNIT 04

Selecting a legal structure for a social enterprise

This unit provides learners with a practical understanding of the legal structures available to social enterprises in the UK and how legal form influences mission delivery, governance, funding and accountability.

Participants will explore the advantages and limitations of different structures such as CICs, CIOs, Companies Limited by Guarantee and Community Benefit Societies, and how these align with different business and impact models.

The unit emphasises that legal structures are strategic enablers, not just administrative choices, and supports learners to critically compare options before selecting and justifying the most appropriate structure for their enterprise.

A detailed case study is used to examine how legal structure decisions play out in practice, highlighting trade-offs, risks and strategic considerations faced by real social enterprise founders.

Learning Outcome The learner will:		Assessment Criterion The learner can:	
1	Understand the legal structures that are available for a social enterprise	1.1	Define what is meant by a social enterprise
		1.2	Identify the different legal structures which can be used when setting up a social enterprise
		1.3	Describe the advantages and disadvantages of the different legal structures which can be used when setting up a social enterprise
2	Be able to select and justify an appropriate legal structure for a social enterprise	2.1	Justify how a legal structure will support the strategy and mission of a social enterprise
		2.2	Outline the process that should be followed when registering a social enterprise for the chosen legal structure
		2.3	Identify the different sources of information that can be accessed when deciding on a legal structure for a social enterprise
		2.4	Identify how current legislation and regulation may impact on compliance and governance of a social enterprise



Assessment requirement:

- An end-of-unit questionnaire where learners will demonstrate their knowledge.
- Learners will evaluate a range of legal structures and produce a recommendation, supported by evidence and reasoning aligned to their enterprise model.

UNIT 05

Understanding the financing of a social enterprise

This unit focuses on the financial foundations required to sustain and grow a social enterprise. Learners will explore different income sources and cost structures, including trading, grants, crowdfunding, bootstrapping and impact investment, and the advantages and challenges associated with each.

Core financial concepts such as income, expenditure, cash flow, turnover and surplus are introduced in a practical and accessible way. The unit supports learners to develop basic financial forecasts, understand cash flow risks, and recognise the importance of financial management in enabling social impact. It also introduces principles of pitching for resources, combining credible financial planning with compelling storytelling to engage funders and investors.

The unit is grounded in a real social enterprise case study, allowing learners to explore how financial decisions, pricing and funding strategies support both sustainability and mission delivery in practice.

Learning Outcome The learner will:		Assessment Criterion The learner can:	
1	Understand the income sources for sustaining a social enterprise	1.1	Identify the different sources of costs and income associated with starting and sustaining a social enterprise
		1.2	Explain the advantages and disadvantages of different income sources needed to sustain a social enterprise
		1.3	Explain how to secure funding from external sources
2	Understand how social enterprises manage their finances	2.1	Define income, expenditure, turnover and cashflow in the context of starting and sustaining a social enterprise
		2.2	Explain the importance of a surplus in the context of starting and sustaining a social enterprise
		2.3	Describe the financial records that should be kept by a social enterprise



Assessment requirement:

- An end-of-unit questionnaire where learners will demonstrate their knowledge.
- Learners will develop a basic financial forecast for their venture and demonstrate an understanding of income streams, costs, and sustainability.

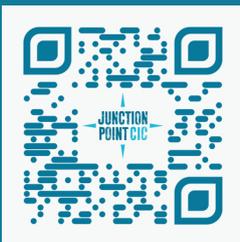
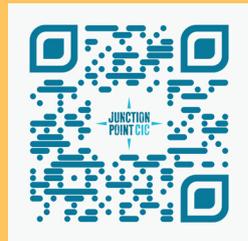


Delivered by Junction Point CIC

Junction Point CIC exists to ignite, equip and champion changemakers. We deliver accredited training, qualifications and learning experiences that help purpose-led founders turn ideas into sustainable social impact.

Become a delivery partner

Junction Point CIC offers licensing opportunities for organisations seeking to deliver this accredited qualification as part of their business support or learning offer. Scan the QR code and get in touch to find out more.



Secure your place

Scan the QR code to secure your place or find out more about the Level 1 qualification in Starting and Developing a Social Enterprise.

