

# BTEC Business Enterprise

Examination Board: Pearson EDEXCEL

Contact: Mrs T Goodrick



## Course Aims:

Encourage pupils to be inspired, moved and challenged by studying a broad, coherent, satisfying and worthwhile course of study. With the BTEC Tech Award in Enterprise, our pupils can explore what it means to set up and run a business enterprise, as well as develop key skills and gain an insight into the sector.

## Course Description:

As the BTEC Tech Award in Enterprise is a practical introduction to life and work as an entrepreneur, our pupils will:

- Develop an aptitude in planning and carrying out an enterprise activity.
- Develop the knowledge that underpins the effective use of skills that can affect the performance of an enterprise.
- Develop attitudes and ways of working that are important for enterprise.

## How will I learn?

### Component 1 Exploring Enterprises (Weighting 30%)

**Aim:** examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs

**Assessment:** internally assessed assignment which will examine the characteristics of enterprises, explore how market research helps enterprises meet customer needs, understand competitor behaviour, investigate the factors that contribute to the success of an enterprise and apply what they have learnt in undertaking research and make decisions about the success of SMEs.

### Component 2 Planning for and running an enterprise (Weighting 30%)

**Aim:** select an enterprise idea to plan, pitch for and run

**Assessment:** internally assessed assignment our pupils will explore ideas for a micro enterprise activity, plan for a micro enterprise activity, pitch for a micro enterprise activity, operate a micro enterprise activity and review the success of a micro enterprise activity.

### Component 3 Promotion and finance for Enterprise (Weighting 40%)

**Aim:** explore promotional methods, financial records, planning and forecasting

**Assessment:** externally assessed task where your learners will be provided with a case study of a small to medium enterprise and complete a series of activities In component 3, our pupils will demonstrate knowledge and understanding of elements of promotion and financial records, interpret and use promotional and financial information in relation to a given enterprise, make connections between different factors influencing a given enterprise, advise and provide recommendations to a given enterprise on ways to improve its performance.

## Possible Career Pathways:

After completing the course, pupils can continue on to further vocational and academic study at level 2 and level 3, as well as apprenticeships and traineeships. What's more, the practical transferable skills pupils master during their studies such as self-reflection, communication, teamwork and problem solving will also support their progress in the present and the future.