

Subject: BTEC Tech Award in Enterprise



Examination Board Edexcel/Pearson

Specification Number 603/1916/1

Teacher responsible Mr Attra

Introduction

Students will acquire knowledge and skills by studying the knowledge, behaviours and skills related to researching, planning, pitching and reviewing an enterprise idea. Learners will develop their technical skills, such as market research skills, planning, promotional and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment. Learners will acquire knowledge, understanding and skills to underpin their practical activities in assessment, which will complement their GCSEs. The qualification will broaden their experience and understanding of the varied progression options available to them. Students following the Enterprise course will also have the opportunity to put theory into practice by taking part in the Young Enterprise Programme, setting up their own business from scratch.

Course Content

Students will cover a broad range of topics in Enterprise:

- **Unit 1: Exploring Enterprises:** You will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. You will understand the importance of having a clear focus on the customer and the importance of meeting their needs. It is important for you to develop relevant skills in market research and to analyse and be able to interpret your findings to support your understanding of customers and competitors. You will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. You will discover how success can be monitored in an SME. This component will give you an understanding of the factors that contribute to a successful enterprise.
- **Unit 2 Planning for and Pitching an Enterprise Activity:** You will consider a number of ideas before developing a plan for a realistic micro-enterprise activity. You will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. You will need to take responsibility for creating and then delivering a pitch for your developed idea to an audience using your knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. In the final part of the component you will use feedback to review your plan and pitch for the micro-enterprise activity, reflecting on your plan, your pitch and the skills you demonstrated when pitching.
- **Unit 3 Promotion and Finance for Enterprise:** You will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. You will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. You will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future.

Assessment

The qualification requires the completion of 3 Units over three years. Assessment of the units include both internally assessed coursework, which will be moderated externally, and an external exam.

Internal: Assessment of Units 1 and 2 each comprise of internally assessed pieces of coursework

External: Unit 3 comprises a 2 hour exam, with the option of 1 resit for those looking to improve their initial grade.

Progression

Students can progress from this qualification to:

- BTEC Level 3 Business
- Employment in an office-based environment, Human Resources or Finance Department where an Apprenticeship.