

Subject: **BTEC Tech Award in Enterprise**

(2022)

Examination Board	Edexcel/Pearson
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Specification Number	603/1916/1
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Teacher responsible	Mr Fielding
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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:** Learners will explore different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. Learners will explore how enterprises use market research to find out about their customer needs and competitor behaviour and how internal and external factors may affect enterprises.
- **Unit 2 Planning and Presenting a Micro-Enterprise Idea:** Learners will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements.
- **Unit 3 Marketing and Finance for Enterprise:** Learners will explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market. Learners will complete financial documents and statements and explore how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

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.