

Option – BTEC Enterprise

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Examination Board - Pearson

Why choose Enterprise?

Choosing to study for a BTEC Tech qualification is a great decision to make for lots of reasons. All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth and to ensure that businesses survive in this fast-changing world. Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation and are transferable into all businesses.

The qualification enables students to 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.

This course is made up of three components:

Component 1: Exploring Enterprises (30%)

This component is assessed internally by the centre via coursework and externally verified by Pearson.

During this component, students will:

- Examine the characteristics of enterprises
- Explore how market research helps enterprises to meet customer needs and understand competitor behaviour
- Investigate the factors that contribute to the success of an enterprise.

Component 2: Planning for and Pitching an Enterprise Activity (30%)

This component is assessed internally by the centre via coursework and externally verified by Pearson.

During this component, students will:

- Explore ideas and plan for a micro-enterprise activity
- Pitch a micro-enterprise activity
- Review own pitch for a micro-enterprise activity.

Component 3: Promotion and Finance for Enterprise (40%)

This external component builds on knowledge, understanding and skills acquired and developed in Components 1 and 2. Students will be provided with a case study of a small to medium enterprise and a series of activities to complete. They will also be asked to complete a task worth 60 marks under supervised conditions. The supervised assessment period is a maximum of two hours and must be arranged in the period timetabled by Pearson who set and mark the assessment.

During this component, students 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
- Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

Where can it lead?

The course prepares students for Level 3 study and is particularly useful for Business related qualifications such as A Levels and BTEC Level 3. The course is also widely accepted as a progression route into Higher Education. Students could work in a variety of fields such as accountancy, banking, human resources, management, public services and marketing. They will also have the knowledge and skills to start their own business.

