

## Enterprise (BTEC Level 1/2 Tech Award) KS3 and KS4

### What are the aims of the course?

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

### What is the content of the course?

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus is on the knowledge, understanding and skills required to research, setup, pitch, monitor and review an enterprise which includes:

- Development of key skills that prove learners' aptitude in planning and carrying out an enterprise activity including market research, planning, carrying out financial transactions, communication and problem solving.
- Knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs and the internal and external factors that can affect the performance of an enterprise.
- Attitudes and ways of working that are considered most important for enterprise, including communicating and interacting with customers, monitoring and reflecting on performance of enterprise and own use of skills.



### Component 1

Exploring enterprises - examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.

### Component 2

Planning and Presenting an enterprise idea - select an enterprise idea to plan and pitch for.

### Component 3

Marketing and finance for enterprise - explore marketing activities, financial records, planning and forecasting.

### What will be assessed during the course?

Components 1 and 2 are internally assessed using assignments that are set by Pearson. They have 30% weighting each and are completed during lesson time. Component 3 is an externally assessed task where students will be provided with a case study of a small to medium enterprise and will be asked to complete a series of activities. This component has a 40% weighting and will be carried out under exam conditions.

