



# BTEC Tech Award Enterprise

## COURSE OUTLINE

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, plan, pitch and review an enterprise idea that includes:

- development of key skills that prove aptitude in planning 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 monitoring and reflecting on performance of an enterprise idea and own use of skills.

## COURSE ASSESSMENT

**Component 1** Exploring Enterprises - centre assessed (30% of course)

Learners will examine different local enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.

**Component 2** Planning for and Pitching an Enterprise Activity – centre assessed (30% of course)

Learners will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.

**Component 3** Promotion and Finance for Enterprise - written exam (40% of course)

Learners will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

## COURSE QUALIFICATION

Pearson BTEC Tech Award in Enterprise is a GCSE equivalent and is graded: L1 Pass, L1 Merit, L2 Pass, L2 Merit or L2 Distinction

## TEACHER TO SEE FOR GUIDANCE

MRS C. HAGEL    Classroom C11

Group

B or C