



Enterprise BTEC

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise-2022.html>

Course Title	Exam Board	Specification Code	Head of Department
Tech Award Level 1/2 in Enterprise	Pearson	7063	Ms E Ashbee

Course This option is an alternative to GCSE Business, giving students a more practical approach to **Information** setting up and running a business.

During Year 9, we focus on learning key skills and terminology. At the end of this, students will have the basic knowledge they need to study the more complex topics of Business.

Skills/Aptitude Required Students will need to have a passion for business and the enthusiasm to develop new and innovative ideas. Students will need to have the desire to work hard and apply their learned knowledge to business in the real world.

Students will need to be able to complete written assignments based on a business of their choices, applying their learnt knowledge to this. In addition to this, they need to be comfortable in pitching and presenting a business idea.

Next Steps There is an opportunity for students to take A-Level Business Studies. This builds on from the skills developed at this level, and looks at studied topics at a more in-depth level.

Future Careers Business Administration, Business Management, Entrepreneur, Human Resources, Marketing Assistant/Manager

“The way to get started is to quit talking and begin doing.”

Walt Disney

The Course in Depth

Year 9 Topics **Exploring Enterprises** Covered

Size and features of business
Aims and objectives
Skills and characteristics of entrepreneurs
Market research
SWOT and PEST

Year 10 Topics **Planning & Presenting a Micro Enterprise Idea** Covered

Choose an idea and produce a plan for a micro enterprise idea
Present a plan for your enterprise
Review your performance

Year 11 Topics **Marketing & Finance for Enterprise** Covered

Targeting & segmenting the market
4P's of marketing
Financial documents
Revenue & costs
Financial planning and forecasts

Internal Assessment Students will complete assignments set by Pearson that will be marked by us, but moderated by Pearson.

External Assessment Students will complete one external assessment for the qualification. This is Component 3, and builds on Components 1 & 2.

