

# ENTERPRISE BTEC TECH AWARD

## INTRODUCTION

The main aims of the Enterprise course are to:

- Increase students' knowledge and understanding of business through investigation, analysis and evaluation of a range of business activities, functions and processes.
- Prepare students for progression to level 3 business qualifications, employment or further training in the business sector
- Encourage students to take responsibility for their own learning and development.



## WHAT WILL I LEARN?

The three Modules that you will complete are:

**Unit 1: Exploring enterprises** – 30% internally assessed.

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

**Unit 2: Planning for and pitching an enterprise activity** – 30% internally assessed.

You will explore ideas, plan and pitch a micro-enterprise activity to an audience, and use feedback to review their business plan.

**Unit 3: Promotion and finance for enterprise** – 40% externally assessed.

You will explore the different promotional methods used by enterprise and the factors that influence how enterprises identify and target their market. You will put your learning into practice through real-life scenarios.

## ENTRY REQUIREMENTS

You must be aware that consistent hard work is required with a strong emphasis on written and verbal communication. You should be well motivated and able to work independently on internally assessed tasks and in preparation for the external assessment. You should have good numeracy, literacy and ICT skills.

## HOW WILL I BE ASSESSED?

Unit 1 and 2 will be assessed internally through assignments and Unit 3 will be assessed externally by a set-task.

## FUTURE OPPORTUNITIES

This course prepares students for progression to employment and/or training in the business sector. It will also prepare students for progression to Level 3 business qualifications such as BTEC Nationals and A-Level.

## FURTHER INFORMATION

For further information please contact Miss McAloone, Head of Business Studies.