

BTEC Enterprise

Vision

To provide high quality education in both the theoretical and applied foundations of Computer Science and Business in order to equip and train students to effectively apply this knowledge to solve real-world problems thus increase their potential for lifelong learning and give them a competitive advantage in the ever changing and challenging global work environment of the 21st century.

Curriculum: Pearson BTEC Level 1/Level 2 Tech Award in Enterprise - Qualification number: 603/1916/1

Teaching and Learning

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. This Award complements the learning in other GCSE programmes such as GCSE Business. It requires learners to apply their knowledge in practical ways, through activities that will enable them to develop their ideas, for example researching an idea for a small enterprise.

Study of the qualification as part of Key Stage 4 learning will help learners to make more informed choices for further learning, either generally or in this sector. The choices that a learner makes post-16 will depend on their overall level of attainment and their performance in the qualification.

Learners who generally achieve at Level 2 across their Key Stage 4 learning might consider progression to:

- A Levels as preparation for entry into higher education in a range of subjects
- study of a vocational qualification at Level 3, such as a BTEC National in Enterprise and Entrepreneurship, which prepares them to enter employment or apprenticeships, or to move on to higher education by studying a degree in the business sector.

Learners who generally achieve at Level 1 across their Key Stage 4 learning might consider progression to:

- study at Level 2, post-16 in a range of technical routes designed to lead to work, to progression to employment, apprenticeships or to further study at Level 3. For these learners, the attitudes and communication skills covered in the qualification will help them to achieve
- study of enterprise post-16 through the study of a Technical Certificate. Learners who perform well in this qualification compared to their overall performance should strongly consider this progression route as it can lead to employment in the business sector.

Components

Learners are required to complete and achieve all the components included in the qualification.

Pearson BTEC Level 1/Level 2 Tech Award in Enterprise				
Component number	Component title	GLH	Level	How assessed
1	Exploring Enterprises	36	1/2	Internal
2	Planning for and Pitching an Enterprise Activity	36	1/2	Internal
3	Promotion and Finance for Enterprise	48	1/2	External Synoptic

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	Component 1 Characteristics of enterprise	Component 1 Customer needs	Component 1 Market research	Component 1 Researching competitors	Component 3 Promotion and Finance	Component 3 Financial planning and forecasting
Unit Overview	<p>Introduction to contrasting enterprises, how their provision fills a gap in the market and why they might succeed or fail.</p> <p>Looking at a range of contrasting local enterprises to identify their characteristics:</p> <p>Identify local enterprises' purpose and their range of</p>	<p>The importance of anticipating and identifying customer needs, and how local enterprises identify customer expectations.</p> <p>How the products and services of a range of enterprises can be linked to target markets and a market segment:</p> <p>How a range of enterprises conduct market research, using primary and secondary research,</p>	<p>How a range of enterprises use the qualitative and quantitative data gathered to ensure they meet customer needs and make products competitive.</p> <p>Conduct SWOT and PEST analysis on a range of enterprises</p>	<p>How external factors determine the success or failure of an enterprise.</p> <p>How internal and external factors can help or prevent an enterprise from meeting its business aims and methods of measuring success</p>	<p>Different methods of promotion, their suitability for different sizes of enterprise</p> <p>Recap on target market and segmenting the market.</p> <p>Using cash flow data for financial forecasting</p>	<p>Analysis of cash flow information for problem solving</p> <p>Understanding break-even and break-even analysis</p> <p>Why enterprises may plan different sources of finance for different purposes or at different stages</p>

	<p>products and services.</p> <p>Looking at their approaches to wider ethical responsibilities</p>	<p>their uses and methods of collection.</p>				
Assessment	W/B 19/11/2020 End of unit assessment	W/B 14/12/2020 End of unit assessment	W/B 08/02/2021 End of unit assessment	W/B 29/03/2021 End of unit assessment	W/B 24/05/2021 End of unit assessment	W/B 05/07/2021 End of unit assessment
Year 11	Component 3 Financial records	Component 2: Planning for micro enterprise pitch	Revision and preparation for assessment	Component 2: Micro enterprise pitch	Component 2: Micro enterprise pitch	Component 2: Micro enterprise pitch
Unit Overview	<p>Understanding the use of financial documents</p> <p>Adding VAT and discounts and different payment methods</p> <p>Sources of revenue and costs; profit/loss</p>	<p>Carrying out a skills audit, evidenced and linked to the requirements of the micro-enterprise.</p> <p>Preparing an individual pitch to an audience, summarising the micro-enterprise plan.</p>	<p>Recap and preparation for the externally set task under supervised conditions.</p>	<p>Generating ideas for a realistic micro-enterprise</p> <p>Finalising an idea for a realistic micro-enterprise</p> <p>Drawing up a realistic implementation plan for a chosen idea</p> <p>Assessment time</p>	<p>Preparing to pitch a logical summary of a business plan</p> <p>Individual presentations of a pitch to an audience</p> <p>Preparing to collect and give feedback on a presentation for a micro-enterprise</p>	<p>Reviewing the plan and personal performance, reflecting on feedback from peers</p> <p>Recommending improvements on pitch</p>

	Interpret statements to calculate ratios					
Assessment	W/B 19/11/2020 End of unit assessment	W/B 14/12/2020 End of unit assessment	Mock 1	Mock 2	Exam practice Final Exams	

Useful links for Independent Learning and revision:

Course Specification

https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAwd_Enterprise_Spec_Iss3.pdf

Past Papers (internal and external assessments.)

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.coursematerials.html#%2FfilterQuery=category:Pearson-UK:Category%2FExternal-assessments>

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.coursematerials.html#filterQuery=Pearson-UK:Category%2FInternal-assessments>

Published Pearson resources

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.resources.html?filterQuery=category:Pearson-UK:Publishe>

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Online Revision Notes from tutor2u

<https://www.tutor2u.net/business/store/selections/btec-tech-award-in-enterprise-teaching-resources>

Revision quizzes

<https://wordwall.net/en-gb/community/btec-tech-award-enterprise>

Online Revision Notes (topics: Aims / Marketing / Finance)

<https://www.bbc.co.uk/bitesize/examspecs/zv8gvk7>

Component 1 Video tutorials playlist

<https://www.youtube.com/watch?v=eo-TF0UIBQc&list=PLKwgE6a-44ekeTsW2ZU59BFzGpg1uX4t3>

Component 2 Video tutorials

<https://www.youtube.com/watch?v=MoiTwWZ0KLk>

<https://www.youtube.com/watch?v=9K8qstYIPmo>

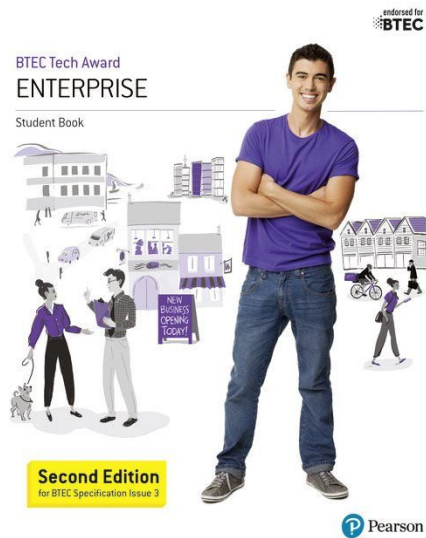
Component 3 Video playlist + past papers and exam techniques

https://www.youtube.com/watch?v=RJ0Hp7Ut4E0&list=PLtrqYmKnP1xtgMLjqhCA4jerg_XiY21vm

<https://www.youtube.com/watch?v=mGZ36hNwEto>

Student book

<https://www.pearsonschoolsandfecolleges.co.uk/FEAndVocational/BusinessandEconomics/BTEC/BTECTechAwardEnterprise/ISBN/student-book/btec-tech-award-enterprise-student-book-2nd-edition.aspx>



Academic Intervention

- **1:1 Support**

Support is given to students who are either struggling or cause for concern.

- **Revision Packs**

These are provided to all the students which contains all topics covered with questions that they can work through in order to help them better prepare for the exams. Revision packs consist of:

- o **Revision Guides** (at cheaper than RRP or free to Pupil Premium students)
- o **Knowledge Organisers** for every unit of work at KS4
- o **Exam Style Questions** from all past papers
- o **Flash Cards** for students to make individual notes

- **Google Classroom Support**

All lessons and worksheets in lessons are uploaded to Google Classroom where students can access all of the content including the majority of the resources from the Revision Packs above and additional resources. Students can also communicate with teachers outside of the classroom using Google Classroom for extra support.

- **Monitoring**

Regular monitoring of students carried out through termly cycles, Narrowing the Gap and Curriculum Meetings to identify underperforming students so that relevant interventions can be put in place.

- **Personal Enrichment / Extra-curricular**

- o Enrichment clubs for all years once a week.
- o Study Clubs for Year 11 once a week.