

Enterprise (Business) BTEC Tech Award

Overview

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. The learning experience in the Business and Applied Learning department reflects this. Our learners should be independent, passionate, motivated, and proactive. Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Our learners should be able to stand side by side with another business student from any background and compete on an equal playing field. The BTEC Tech Award in Enterprise that we follow in the department enables our learners to develop these all-important transferable skills. The way in which the course is designed allows an opportunity for practical application alongside conceptual study. This is achieved by involving local small to medium sized enterprises (SMEs) throughout the study to bring the course alive.

Topics

The BTEC Tech Award in Enterprise is a practical introduction to life and work as an entrepreneur, our learners will: delve deeper into how the sector works, appreciate the importance of business planning and understanding the market and analyse and evaluate the skills they develop. The course has two internally assessed components, and one that is externally assessed. These components build on each other to motivate our learners by helping them put what they have learned into practice and grow in confidence.

Component 1 Exploring Enterprises (internal assessment)

- This component is brought to life by the involvement of two local SME's in its delivery.
- Both enterprises visit the department and provide lots of business information for the learners to use to successfully complete their internal assessment.

Component 2 Planning for and Pitching and Enterprise Activity (internal assessment)

- This component requires learners to come up with their own business idea, to plan and pitch the idea in the style of Dragons Den.
- Programmes such as Dragons Den and The Apprentice are very useful in classroom activities for this component.
- This component is internally assessed, and we invite local business entrepreneurs to make up our team of dragons.

Component 3 Promotion and Finance for Enterprise (external assessment)

- Case studies on local and national enterprises are used for this component to bring to life how they use marketing to make their brand successful.
- Coca Cola and Unilever marketing strategies are examined.
- In the finance element of this component learners examine the costs that businesses face, how they manage their finances and how to achieve a healthy profit leading to a successful enterprise.
- This component is externally assessed in the form of a 2-hour written exam set and marked by Pearson.

Course Structure

The course is structured in a way that gives the learners the best opportunity for success. We begin with component 1 to introduce the concept of enterprises then move to component 3 to give the learners a chance to sit the exam in the summer of year 10. Then in year 11 we continue with component 3 giving them a resit opportunity in January of year 11. From then on, the learners develop their own enterprise idea for component 2 building on what they have learnt in the other two components.

This qualification has a grading scale that fully encompasses achievement at Levels 1 and 2. This enables learners of all abilities to receive appropriate recognition of their achievement and will motivate them to improve and progress during their period of learning and formative assessment. Please see the table below for the grading compared to GCSE course grading.

Level / Qualification Grade	Grade Equivalent
Level 2 / Distinction*	8.5
Level 2 / Distinction	7
Level 2 / Merit	5.5
Level 2 / Pass	4
Level 1 / Distinction	3
Level 1 / Merit	2
Level 1 / Pass	1.25

Additional Information & Who to contact

- For more information please follow the link to the course specification on the exam board website <https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html>
- If you require any further information or have any questions, then please contact Miss L McMahon via email – laura.mcmahon@consilium-at.com

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