

## BTEC Tech Award in Enterprise

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### What is a Tech Award in Enterprise?

The BTEC Tech Award in Enterprise has been designed to help 14–16year old learners develop their entrepreneurial skills through practical and skills-based learning. Students will develop a thorough understanding of how enterprises are formulated and developed, as well as the key ingredients required of a successful business. They will investigate research methods, marketing and advertising techniques and how businesses measure success. As a result of this programme of study students will get the opportunity to plan, pitch and potentially run their own small business idea. In addition, students will also investigate the financial aspects of running a business and will be able to calculate, analyse and evaluate crucial financial information that allows businesses to make important decisions regarding their development. The course is an excellent foundation for further study at either A-Level or BTEC in a variety of Business based courses.



### During this course learners will learn and develop:

- Their ability to be a proficient researcher.
- Their confidence in order to articulate or present a business idea.
- Their ability to create strategies to solve problems
- Their ability to analyse information and to understand it.
- Their ability to generate ideas.
- Their ability to complete financial calculations to assess a businesses' performance.

All students engaging with the BTEC Tech Award in Enterprise will also improve:

- Critical thinking skills- problem solving, working with real world businesses
- Time management and the ability to complete a variety of task within the time frame given.
- Organisation and communication skills
- Research and creative thinking

### What areas will I be taught?

During this course learners will discover and learn a wide range of business knowledge including.

- The characteristics required to run your own business.
- Market Research Methods to help businesses understand their customers better
- The factors which make a business successful
- Explore small business ideas
- Pitching a business idea to an audience and reviewing performance.
- Promotion and advertising methods.
- The financial documents a business uses to record transactions.
- How to use financial planning documents such as balance sheets, profit and loss accounts, break even charts etc.
- How to forecast, using cashflow forecasts the performance of a business.

### How will I be assessed?

The course is made up of **three** components: **two** internally assessed (coursework) and **one** that's externally assessed (examination) which students will sit during year 11. The overall weighting of each component towards the final grade is as follows: Component 1: **30%**, Component 2: **30%**, Component 3 (examination) **40%**. Awarding grades are classed as follows: PASS, MERIT, DISTINCTION.

## Component 1

In this component, students will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. (Coursework – 30% of overall grade)

## Component 2

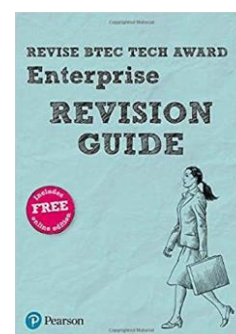
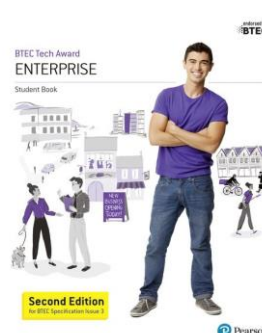
In this component, students will use the research knowledge gained from Component 1 to consider a number of ideas before developing a plan for a realistic micro-enterprise activity. Students will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. They will need to take responsibility for creating and then delivering a pitch for their developed idea to an audience using their knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. (Coursework – 30% of overall grade)

## Component 3

In this component, students will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Students will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. Students will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future (Examination – 40% of overall grade).

## How can I support my studies at home?

Within the department, we offer a range of at home study options to support learners. As with other subject areas, we offer knowledge organisers for each project or part of the course. Learners will also be provided with relevant revision material both free of charge and material which can be purchased via our parent pay system.



All

students will receive an electronic copy of the 'Clear Revise' student revision book. Past papers and exemplar materials can be found on the edexcel website which will be shared with students and students will be provided with all past examination papers to ensure familiarity with examination questions. A variety of business video links will also be used and are widely accessible at home using the YouTube, 'Two Teachers Channel'. Keeping abreast of the latest developments in the business world is also useful and the BBC Business section of their website is an invaluable tool that we will be referring to in our teaching.

## Post 16-Pathways

The BTEC Tech Award offers a basis for further study and focuses on building skills to show aptitude and improving understanding of progression options so that learners who achieve one or more of the qualifications are equipped to go on to become work ready for an occupation post-16.

All businesses need enterprising employees to drive their organisation's forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. 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. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation and are transferable into all businesses. Study of this sector at Key Stage 4 will complement GCSE study through providing an opportunity for practical application alongside conceptual study. There are also strong opportunities for post-16 progression in this sector which can include, Accountancy, Marketing and Advertising, Human Resource Management, Business Planning, Finance Sector, Business Administration, Entrepreneurship and Business Ownership, Hospitality and many other sectors. Business qualifications can lead to a multitude of career options.

For further information on further study, career pathways or any information regarding this course please feel free to contact either Mr Grange ([bgrange@ossma.co.uk](mailto:bgrange@ossma.co.uk)) or Miss Walker ([swalker@ossma.co.uk](mailto:swalker@ossma.co.uk)) .