

BTEC in Business Enterprise

This qualification enables learners to develop their transferable skills, such as researching, planning, making decisions and judgements, and financial literacy using realistic vocational contexts, and personal skills, such as creativity and innovation, time management, reviewing, communication and planning through a practical and skills-based approach to learning and assessment.



We strive to provide students with ample opportunities to learn through hands-on experiences, broadening learners' understanding of the varied progression options available to them.

The course comprises three components: two internally assessed in school and one externally assessed. The three-block structure, explore, develop, and apply, has been developed to allow students to build on and embed their knowledge. This allows them to grow in confidence and then put what they have learned into practice.

Component 1 - Exploring Enterprises

Aim: examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs

Assessment: internally assessed assignments

Weighting: 30% of the total course

During Component 1, students will:

- examine the characteristics of enterprises
- explore how market research helps enterprises meet customer needs and understand competitor behaviour.
- investigate the factors that contribute to the success of an enterprise enterprise
- develop transferable skills, such as research and data analysis, to interpret their findings.

Component 2 - Planning for & Pitching an Enterprise Activity

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

Assessment: internally assessed assignments

Weighting: 30% of the total course

During Component 2, students will:

- explore ideas and plan for a micro-enterprise activity
- pitch a micro-enterprise activity
- review their pitch for a micro-enterprise activity
- develop their planning and research, presentation, communication and self-reflection skills.

Component 3 - Promotion and Finance for Enterprise

Aim: explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market

Assessment: externally assessed synoptic task.

Weighting: 40% of the total course

During Component 3, students will:

- demonstrate knowledge and understanding of elements of promotion and financial records
- interpret and use promotional and financial information about a given enterprise.
- make connections between different factors influencing an enterprise
- advise and provide recommendations to a given enterprise on improving its performance.

