

# BTEC LEVEL 1/LEVEL 2 TECH AWARD IN ENTERPRISE

**EXAMINATION BOARD:**  
Edexcel

## [BTEC Level 1/Level 2 Tech Award in Enterprise](#)

### **Course Description**

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.

The Tech Award takes the equivalent teaching time to one GCSE. Possible outcome grades are shown below with the approximate GCSE equivalent grade:

<b>BTEC Grade</b>	<b>GCSE Comparative Grade</b>
Distinction *	8.5
Distinction	7
Merit	5.5
Pass	4
Level 1 Distinction	3
Level 1 Merit	2
Level 1 Pass	1.25

A Level One qualification can provide a solid foundation for future learning in this subject.

The Edexcel BTEC Tech Award in Enterprise is taught over 120 guided learning hours (GLH). Learners are required to complete three components. One component will be set and marked by Edexcel and this is worth 40% of the qualification. The others will be set and assessed by the school. The components are outlined below.

### **Component 1: Exploring Enterprises**

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. They will understand the importance of having a clear focus on the customer and the importance of meeting their needs. Enterprises can struggle if they do not carry out market research. It is important for students to develop

relevant skills in market research and to analyse and be able to interpret their findings to support their understanding of customers and competitors. Students will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. They will discover how success can be monitored in an SME.

### **Component 2: Planning for and Pitching an enterprise activity**

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. They will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. Students 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. In the final part of the component Students will use feedback to review their plan and pitch for the micro-enterprise activity, reflecting on the plan, the pitch and the skills they demonstrated when pitching.

### **Component 3: Promotion and Finance for Business**

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. They 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.

### **Assessment**

Two of the three components are assessed on evidence produced by each candidate that demonstrates their knowledge and understanding of the subject content. This will be in a variety of forms depending on the topic, for example a presentation, report, log/diary, explanations or project.

Component 3 Promotion and Finance for Business – is externally assessed by written paper. The Examination Board - Edexcel - sets and marks the test.

### **Why study BTEC Tech Award in Enterprise?**

The principle aim of this course is that candidates will best understand the complex nature of modern business organisations in a practical setting. Candidates will not merely learn about business but will develop their understanding by directly engaging with practical business activities. This can be achieved through a variety of approaches including links with local employers, case studies, research, assignments and project work.

**Further information on the BTEC Tech Award in Enterprise can be obtained from Mrs D Seward, Head of Department Business and Economics or Mrs M Grant.**

