

<p>Overview</p>	<p>The BTEC Level 1/Level 2 Tech Award in Enterprise is designed to help KS4 14-16-year-old learners develop their business skills through practical, skills-based learning.</p> <ul style="list-style-type: none"> • Assessment is through task-based assignments so learners can demonstrate their knowledge and skills in work-related scenarios. • Learners will explore, develop and apply their knowledge helping to develop key transferable skills such as research and data analysis to support their progression to further learning and the workplace. • The flexible approach to the content of each component means the Business department can deliver the course in a way that best suits our students. • This highly motivating, creative approach to teaching business and enterprise will encourage the students to explore the world of business and what makes or breaks an enterprise.
<p>What skills will pupils develop?</p>	<p>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:</p> <ul style="list-style-type: none"> • 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.
<p>What will help pupils to learn?</p>	<p>Learners will study the background information required to set up and run a small enterprise.</p>
<p>KS3 Course Structure</p>	<p>Business Studies not offered at KS3</p>
<p>KS3 Assessment</p>	<p>Business Studies not offered at KS3</p>
<p>KS4 Course Structure</p>	<p>Component 1 – Exploring Enterprise (Internally assessed) This component allows learners to examine different enterprises, to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs. They will explore how market research helps enterprises meet customer needs, understand competitor behaviour and investigate the factors that contribute to the</p>

	<p>success of an enterprise.</p> <p>During Component 1, learners will:</p> <ul style="list-style-type: none"> • 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. • Develop transferable skills, such as research, and data analysis in order to interpret their findings. <p>Component 2 - Planning for an Enterprise (Internally assessed) In this unit, learners will select a micro enterprise idea to plan, pitch review and develop.</p> <p>During Component 2, learners will:</p> <ul style="list-style-type: none"> • 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. <p>Component 3 – Promotion and Finance for Enterprise (Externally assessed) Students will be provided with a case study of a small to medium enterprise and then complete a series of activities. They will demonstrate knowledge and understanding of elements of promotion and financial records, interpret and use promotional and financial information in relation to a given enterprise, make connections between different factors influencing a given enterprise and advise and provide recommendations to a given enterprise on ways to improve its performance.</p> <p>During Component 3, learners will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of elements of promotion and financial records. • Interpret and use promotional and financial information in relation to a given enterprise. • Make connections between different factors influencing a given enterprise. • Advise and provide recommendations to a given enterprise on ways to improve its performance.
<p>KS4 Assessment</p>	<p>The course consists of three components: two internally assessed and one that is externally assessed.</p> <p>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 into practice what they have learned.</p>

	<p>The assessment structure is also designed so that students can build on what they learn, and develop their assignment skills, as they move through the course.</p> <p>Component 1 Exploring Enterprises Learners will investigate two real but different small to medium enterprises (SMEs), e.g. a service provider or supplier of goods locally and a larger SME. Learners will consider the characteristics of the SMEs and their owners and the importance of these characteristics in achieving success.</p> <ul style="list-style-type: none"> • Internally assessed assignments • 30% of the total course <p>Component 2 Planning for and pitching an enterprise activity Learners will individually produce a plan for a micro enterprise activity having explored a range of ideas and considered their skills. They will then carry out a simple pitch of their developed plan and review feedback.</p> <ul style="list-style-type: none"> • Internally assessed assignments • 30% of the total course <p>Component 3 Develop Promotion and Finance for Enterprise The external component builds on knowledge, understanding and skills acquired and developed in Components 1 and 2. Learners will be provided with a case study of a small to medium enterprise (SME), and a series of activities to complete.</p> <ul style="list-style-type: none"> • Externally assessed task. • 40% of the total course.
Staff	<p>Mrs N. Dey Head of Department for Business</p> <p>Mrs S Bagley Teacher of Mathematics and Business</p>
Opportunities out of lessons	<ul style="list-style-type: none"> • Opportunities for visits to small businesses • Opportunities for local entrepreneurs to visit lessons to discuss aspects of their business with the learners • Support for business research • Discussions with local entrepreneurs • Opportunity to run a small enterprise and even to enter a competition like Tycoon
Career Pathways in this subject	<p>Apprenticeships in business, finance, administration. In addition, marketing, accountancy, business management or even setting up your own business as well as progression to Level 3 studies.</p>