



BTEC Enterprise

BTEC Tech Award in Enterprise Level 1/and 2
Pearson



Who might be interested in the courses and why?



If you enjoy communicating, exploring ideas, thinking creatively and making decisions, problem solving, learning about the world of business through research and investigation, as well as through practical tasks then the Business/Enterprise course is the right subject for you.



What is this course about?

You will be introduced to small to medium sized enterprises and will look at what makes someone a successful entrepreneur. You will understand how businesses can be effective through managing finances, operations and marketing. You will also see how the world around us affects Businesses and the people involved.

There are three components to this course which explore different areas of SMEs.





What will I learn?

Component 1	Component 2	Component 3
<p>Examine the characteristics of enterprises. Explore how the market research helps enterprises to meet customer needs and understand competitor behaviour</p>	<p>Investigate the factors that contribute to the success of an enterprise. Explore ideas and plan for a micro-enterprise activity Pitch a micro-enterprise activity Review own pitch for a micro-enterprise activity.</p>	<p>Elements of the marketing mix and their purposes Targeting and segmenting the market Factors influencing choice of marketing methods Sources of revenue and costs Cash flow data, financial forecasting and break even analysis.</p>



How will I be assessed?

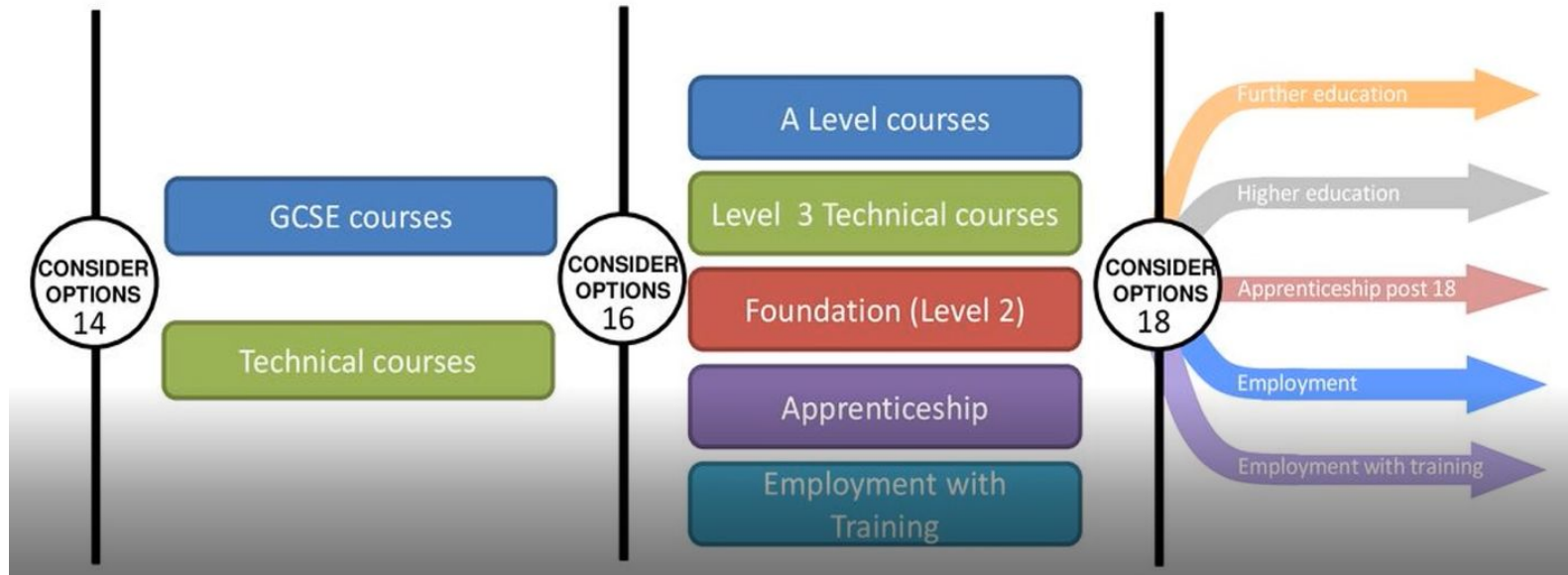
You will be assessed internally and externally through written work. The assessment will be a mixture of multiple choice, data response, short answer, extended writing and scenario based questions.

Students are required to complete and achieve all the components in the BTEC Level 1 and 2 course.

<u>Component Number</u>	<u>Component Title</u>	<u>Level</u>	<u>Assessment</u>
1	Exploring Enterprises	1 and 2	Internal
2	Planning for and Pitching an Enterprise Activity	1 and 2	Internal
3	Marketing and Finance for Enterprise	1 and 2	External



Where could this course take me in the future?





What careers relate to this course of study?

Management and administration jobs

Finance

Banking or Insurance

Marketing

Local government

Consultancy

Supply chain management

HR

