

BTEC TECHNICAL AWARD IN ENTERPRISE



Examination Board: Pearson (Edexcel)
Subject Leader(s): Mr G Baker



Course Structure

Unit	Topics/Unit Title	Assessment	Weighting(%)
1	Exploring Enterprises	Internal Assessment	30%
2	Planning and Presenting a Micro-Enterprise idea	Internal Assessment	30%
3	Marketing and Finance for Enterprise	External Assessment	40%

What is Enterprise?

Enterprise is a set of attitudes, behaviours and skills. Put simply, enterprise is the willingness of an individual or organisation to:

- take risks and control risk factors
- show initiative and 'make things happen'
- start a new venture or inject new life and drive into existing initiatives.

How do we study Enterprise?

This subject is studied with a balanced mix of enterprise theory, practical research into local enterprises, working in teams and by creating and running a micro-business activity. These all contribute toward assignment based work. Promotion and Finance is studied in a traditional manner (lessons, home learning and exam preparation) for a written exam in the second year.

Students are expected to complete independent study weekly to complement the learning that occurs in lessons.

Careers Leading on from Enterprise?

A BTEC in Enterprise Level 2 will prepare you to enter into the world of work, business and self employment in any industry or sector of the economy.

The BTEC level 2 qualification is equivalent to GCSE standard and will fulfill entry requirements to study Business/Enterprise or Economics at Level 3 (Sixth Form study).