



Enterprise BTEC

BTEC

Pass. Merit, Distinction Level 1 and Level 2

Pearson

<p>Who is this course aimed at?</p>	<p>This course is for anyone who would like to get a good insight into business and enterprise. You will develop a broad and comprehensive understanding of business and enterprise which will give you a good grounding for further education in Business Studies, Economics or Accounting, as well as the workplace.</p>
<p>How will I be assessed?</p>	<p>There are four units to complete worth 25% each. Three out of four units are assessed via coursework and the fourth is an externally set piece of coursework that is taken under exam conditions in school.</p>
<p>Will I enjoy the course?</p>	<p>You are most likely to enjoy this course if you have an interest in finding out about businesses and how they operate and grow. Your enjoyment of this course will be enhanced by making a positive contribution in lessons. Thinking about your life as a consumer and relate what you learn in class to your own experiences. Having an interest in current business affairs will help your understanding in this subject.</p>
<p>What will be expected of me?</p>	<p>Students are expected to have a 'have a go' attitude, contribute to class discussions, and be an inquisitive member of the class. You should be willing to participate as part of a team as well as individually. Exploring business news and applying your learning from class will help you develop an excellent understanding of the subject.</p>

What will I study?

<p>Unit 1 Exploring Enterprise 30% Internally Assessed</p>	<p>You will examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs</p> <ul style="list-style-type: none"> - 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>Unit 2 Planning for and pitching an Enterprise activity 30% Internally Assessed</p>	<p>You will explore ideas and plan for a micro-enterprise activity .</p> <ul style="list-style-type: none"> - Pitch this planned micro-enterprise activity - Review the success of your pitch for a micro-enterprise activity - Develop their planning and research, presentation, communication and self-reflection skills.
<p>Unit 3 Promotion and Finance for Enterprise 40% Externally Assessed</p>	<p>You will develop your knowledge and understanding of elements of promotion and financial records</p> <ul style="list-style-type: none"> - Learn to 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.