

BTEC Tech Award in Enterprise.

What will I study?

You will study a wide range of different topics in Years 10 and 11 of the course, covering the following areas:

- How and why enterprise and entrepreneurs are successful.
- Market Research.
- Internal and external factors affecting enterprise.
- Exploring and planning a micro-enterprise idea.
- Presenting a micro-enterprise idea.
- Reviewing the presentation of a micro-enterprise idea.
- Marketing, e.g. Marketing Mix, Market Segmentation.
- Financial documents and statements, e.g. documents, payment methods, profitability and liquidity.
- Financial planning and forecasting, e.g. cash flow, break-even, sources of finance.

How is the course assessed?

You will complete the following assessments in Years 10 and 11 of the course:

- Component 1: Exploring Enterprises (Controlled Assessment).
- Component 2: Planning and Presenting a Micro-Enterprise Idea (Controlled Assessment).
- Component 3: Marketing and Finance for Enterprise (Examination).

What can this course lead onto?

With further training or study, you can go onto a wide range of careers including: Marketing and Sales, Human Resources, Administration, Finance, Law, Business Management, to name just a few.

Who can I speak to about this in more detail?

Miss Roberts

Exam board: Pearson



Key Points

- Develop attitudes and ways of working that are important for working life.
- Develop practical transferable skills including, self-reflection, communication, teamwork and problem-solving.
- Explore what it means to set up and run a business enterprise.
- Can continue onto a wide range of academic or vocational qualifications, as well as apprenticeships.
- Leads to a wide range of careers.

What can I study at Parrs Wood Sixth Form?

This course will enable you to continue your studies on the wide range of Business, Economics & Law courses available in the Sixth Form.