

# BTEC Tech Award in Enterprise (Business Studies)



ALSOP HIGH SCHOOL

Do you have an interest in business, and want to start your own business one day? Do you have an enquiring mind and be interested in learning about the world around you, how businesses are set up, and what it is that makes someone a great entrepreneur? This course will help you to understand all this and more. You will be introduced to:

- The world of small businesses.
- What makes someone a successful business person.
- Enterprise and financial skills.

## Where will it take you?

Curriculum progression after completing a BTEC Tech Award in Enterprise can allow you to continue on to further vocational and academic study at Level 3, as well as apprenticeships. The practical transferable skills you will master during your studies such as self-reflection, communication, teamwork and problem solving will also support your progress in the present and the future.

Careers in business studies can lead on to a range of opportunities including apprenticeships in Business, Finance and Administration. Also, Marketing, Accountancy, Business Management or even setting up your own Business in the future.

## What will you learn?

**Component 1** – Exploring Enterprise (Internally assessed). This component allows you to examine what makes enterprises successful. You will explore different types of enterprises and the characteristics and skills needed by entrepreneurs to be achieve their aims. You will explore how market research helps enterprises meet customer needs, understand competitor behaviour and investigate both the internal and external factors that contribute to the success of an enterprise.

**Component 2** - Planning for and Presenting a Micro-enterprise Idea (Internally assessed). In this component you will have the opportunity to plan and present your own micro enterprise idea. You will explore how to turn an idea into reality by using physical, financial and human resources effectively. You will have to produce a detailed business plan using research to support the decisions you make throughout. You will then present your plan using an electronic presentation. Finally, after presenting your plan you will reflect on your performance considering your strengths and weakness and areas for improvement.

**Component 3** – Marketing and Finance for Enterprises (Externally assessed). You will learn how enterprises use marketing activities to identify and understand its potential customers, how to promote its goods and services and develop a successful marketing mix. You will also explore how to create brand awareness by targeting your target market using market segmentation. Additionally, you explore the financial management of enterprises. You will investigate and complete financial records used during financial transactions, and the financial statements produced to monitor the enterprise's performance. Furthermore, you will learn about financial planning including the tools an enterprise can use such as cash flow forecasts, to ensure they have enough cash to operate the enterprise and breakeven analysis to ensure enough products are sold to make a profit. Finally, you will learn about the sources of finance available to an enterprise to finance day-to-day operations, or the expansion or growth of the enterprise.

### **What homework can you expect?**

There will be a sensible use of homework throughout this course. Research will be important – students will be required to research existing businesses both locally and nationally.

Students will be required to attend boosters when necessary for coursework/ exam revision. There is no need to purchase any extra equipment.

### **What skills will you need to be successful in this subject?**

Internal assessment is the main form of assessment for this qualification. You will therefore be required to be motivated to work consistently and independently to achieve the requirements of the qualification. You will gain an understanding of how your work will be assessed and the importance of timescales and deadlines. You will develop responsibility for your own work and will be able to build your vocational and employability skills

### **Additional Information**

BTECs are vocationally related qualifications and learners develop knowledge and understanding by applying their learning and skills in a work-related context. Additionally, they are popular and effective because they engage learners to take responsibility for their own learning and to develop skills that are essential for the modern-day workplace. These skills include: team-working; working from a prescribed brief; working to deadlines; presenting information effectively; and accurately completing administrative tasks and processes.

**For further information please see Mrs Bennett or any Business Studies teacher.**