Enterprise

at Central Lancaster High School

BTEC Level 2 Tech Award in Enterprise

Edexcel BTEC Level 1/Level 2 Tech Award in Enterprise 2022			
Unit	Core Units	Assessment Method	GLH
1	Exploring Enterprises (Coursework)	Internal	36
2	Planning and Presenting a Micro-Enterprise Idea (Coursework)	Internal	36
3	Marketing and Finance for Enterprise (Exam)	External	48

- 3 Units: 1 Exam, 2 coursework units.
- Main focus for Year 10 is Unit 1 – Exploring Enterprises

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Unit 1 – Exploring Enterprises

In this unit pupils will explore different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. They will explore how enterprises use market research to find out about their customer needs and competitor behaviour and how internal and external factors may affect enterprises.

Learning outcomes:

- Understand how and why enterprises and entrepreneurs are successful.

- Understand customer needs and competitor behaviour through market research.

- Understand how the outcomes of situational analyses may affect enterprises.

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Unit 2 – Planning and Presenting a Micro-Enterprise Idea

In this unit pupils will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They will individually present the business plan for their idea in a Dragon's Den style presentation. Pupils will then review the production and delivery of their presentation to make recommendations for improvements.

Learning outcomes:

- Choose an idea and produce a plan for a micro-enterprise idea.

- Present a plan for the micro-enterprise idea to meet specific requirements.

- Review the presentation of the micro-enterprise idea to meet specific requirements.

Street Food

All street food sensations comes with complimentary mint raita.

Vegetable Samosa | £4.49
Chicken Samosa | £4.49
Onion Bhaji | £4.49
Chicken Pakora | £4.49
4 Large Poppadums with Spicy Onion Pickle | £3.50

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Unit 3 – Marketing and Finance for Enterprise (Exam)

In this unit pupils will explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market.

They will study and complete financial documents and statements and explore how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

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Assessment

- Pupils are assessed at the end of each section

- They will be given an assignment brief explaining what they are required to do

Task 2	Prepare a report that is split into the following **two** sections:
	Section 1: The design and use of market research in two local enterprises
	This section must discuss how market research helps each of the selected enterprises meet customer needs and understand competitor behaviour. This will include:
	- how each enterprise conducts its market research, for example:
	o the types of primary research used
	o the sources of secondary research used
	o the qualitative and quantitative data collected.
	Section 2: The effectiveness of market research for one local enterprise
	Choose **one** of the local enterprises selected in section 1, and assess the effectiveness of the market research methods used to ensure the enterprise:
	1. Meets its customers' needs'.
	2. Understands competitor behaviour.
	You must carefully consider:
	- the extent to which the enterprises methods of market research are or are not effective
	- the reasons why you have reached these judgements
	- which elements of the enterprises market research are most important in deciding whether the market research is effective or not.
Checklist of evidence required	Report exploring how market research helps the selected enterprises meet customer needs and understand competitor behaviour.

Criteria covered by Task 2:	
Criteria reference	To achieve the criteria you must show that you are able to:
B.2D2	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.
B.2M2	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.
B.2P3	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1M3	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1P3	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.
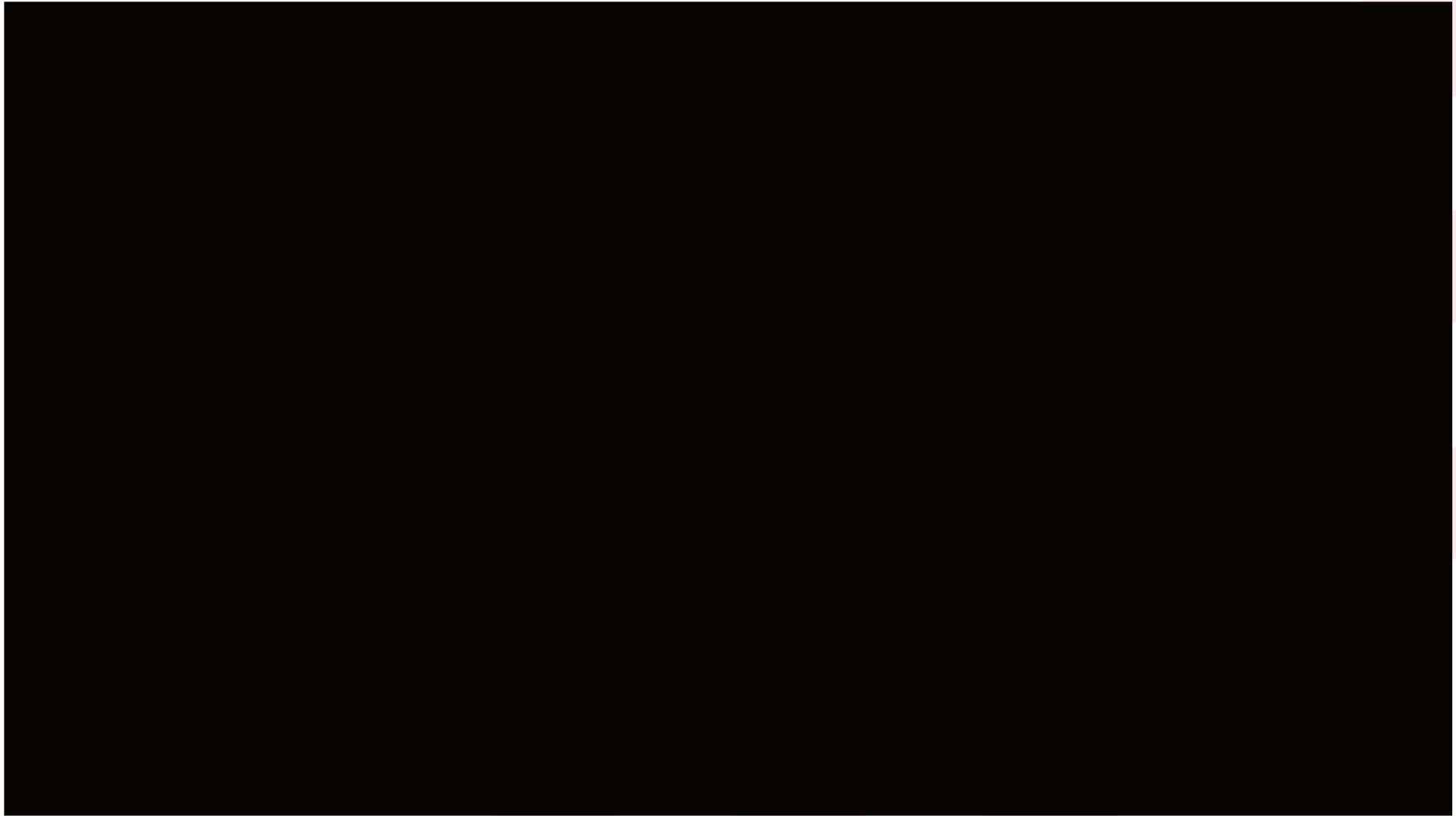
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Any Questions?

If you would like any more information, about the Enterprise courses, please email:

kramalli@lancasterhigh.lancs.sch.uk

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Cambridge Nationals in Creative iMedia

- This is a new course for 2022 for those interested in the digital media industry, ICT and Computing

- Students will develop a wide range of skills across a variety of units using industry standard software including the Serif suite and coding applications.

Course Structure

To pass this course students must complete three units:
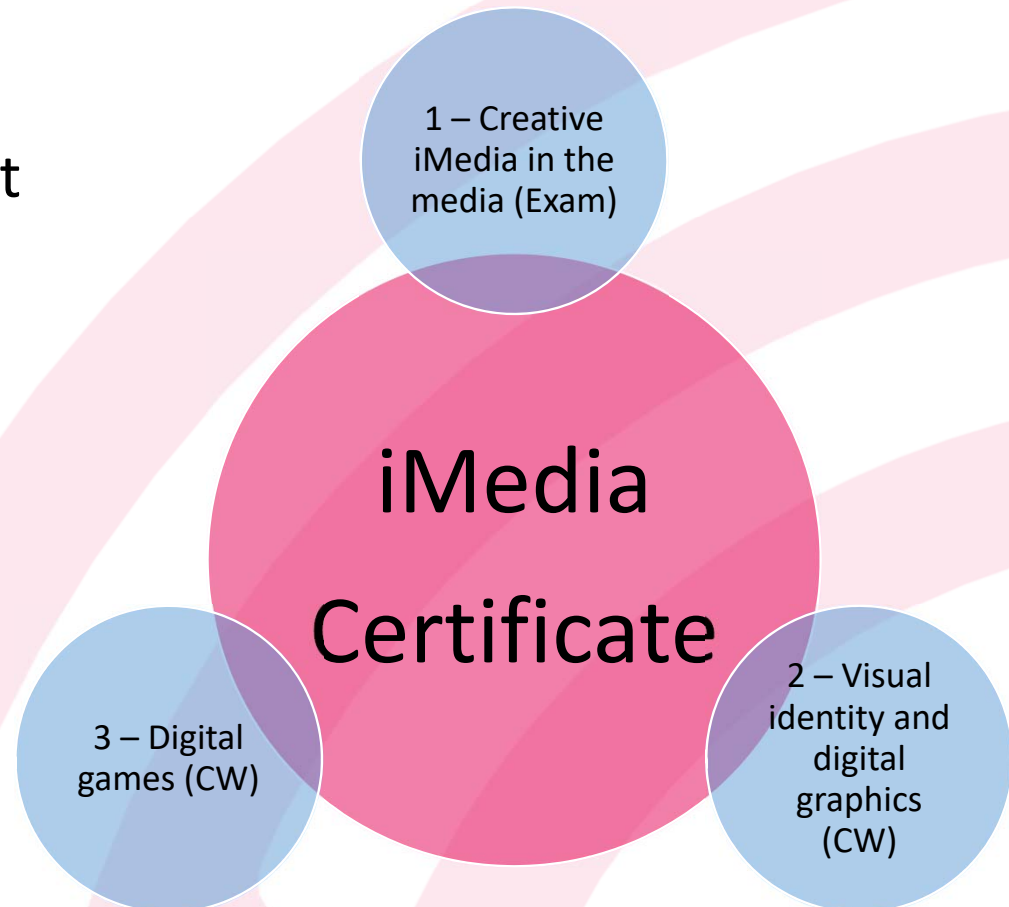
2 Coursework units

1 exam (Terminal exam)

- Final grades:

Distinction*	A*
Distinction	A
Merit	B
Pass	C

iMedia Certificate

1 – Creative iMedia in the media (Exam)

2 – Visual identity and digital graphics (CW)

3 – Digital games (CW)

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Visual identity and digital graphics

- This is a graphic design unit.

- Pupils will be given a set task for their coursework and will have to design, create and evaluate digital graphics based on set criteria.

- They will learn how manipulate and edit graphics to and how to combine them to create a professional graphic for a company.

- The brief changes each year, examples from a record company are on the right.

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Digital Games

- This is a coding and game design unit.

- Pupils will be given a set task for their coursework and will have to design, create a digital game based on a set client brief.

- The brief changes each year, examples from the "Working Time" brief can be seen on the right.

- The unit involves creative computer coding combined with graphics and production skills to produce a fully working and packaged game product.

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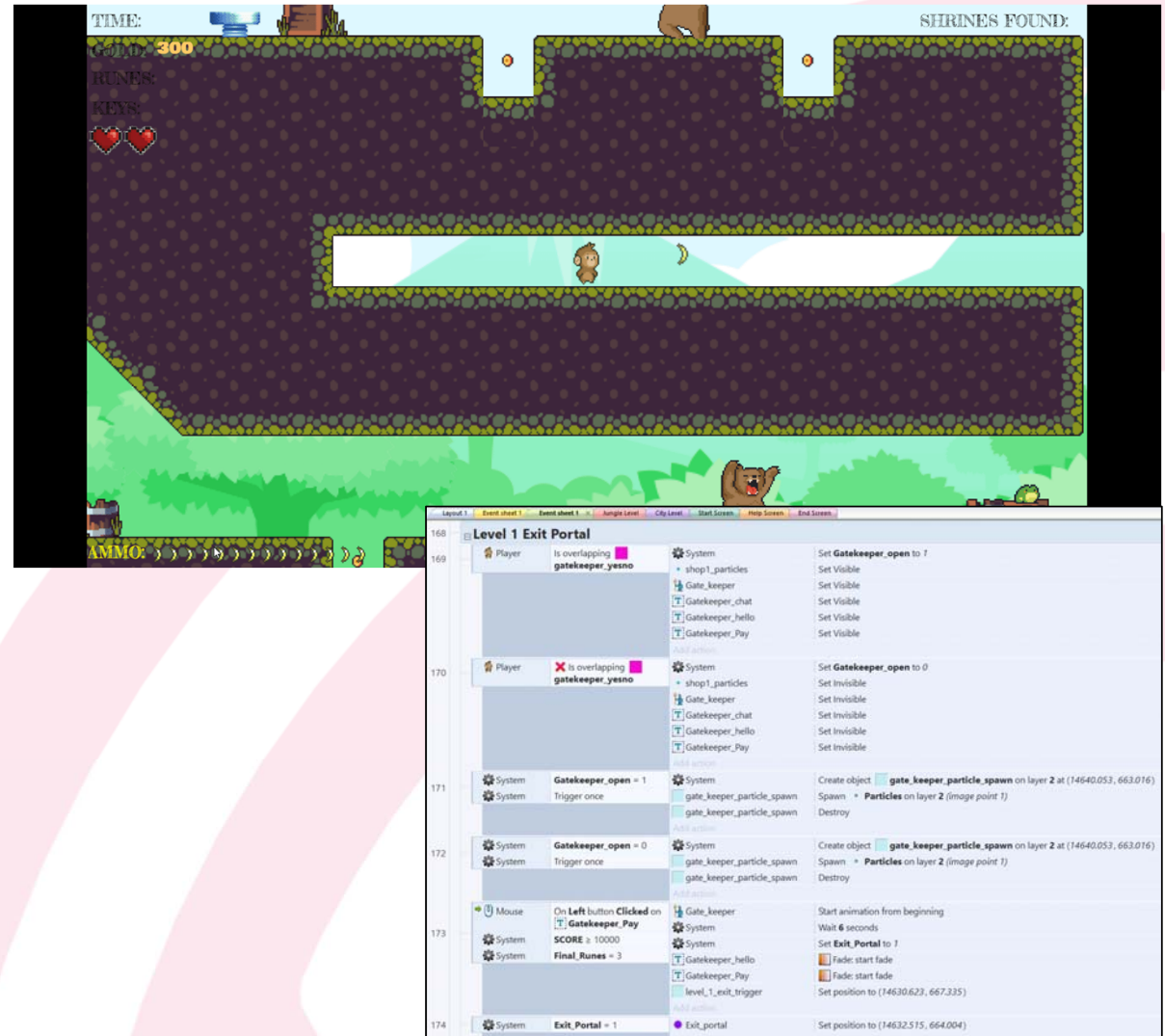
Exam

- The exam is a terminal exam, meaning that is must be sat at the end of the course.

- Performing well in the exam will allow access to the higher grades in combination with coursework.

- Exam is about planning tools used for creative industries as well as creating designs for a set brief.

Tips:
- Read the questions carefully before starting.
- Important to make good theory notes during lessons for revision
- Mock exams used to prepare
- Note how many marks are available and include that many points!

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3 A mind map is shown in **Fig.1**.

Identify the parts of the mind map labelled **A** and **B**.

Mic stand
Shock mount
Shotgun mic
Sound Kit
Wireless mic
Audio recorder
Filming Considerations
A
B
Dolly   Arri Alexa
Light reflector
Camera Kit — Lighting
Camera light
Tripod
Location

DRAFT

Fig.1

A ....

B ....   [2]
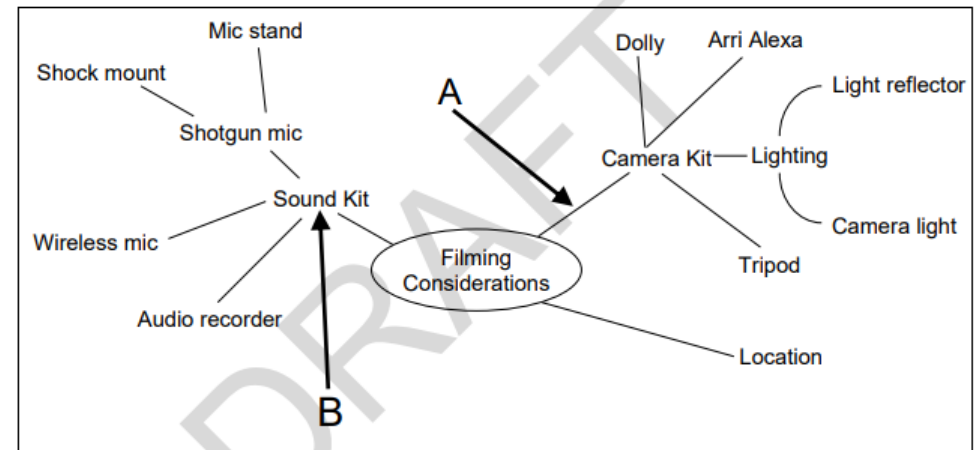
4 PEGI is a digital game content rating system. What does PEGI stand for?

A   Pan English Game Information   ☐

B   Pan European Game Information   ☐

C   Pan European Games Internet   ☐

D   Pre-Employment Game Internet   ☐
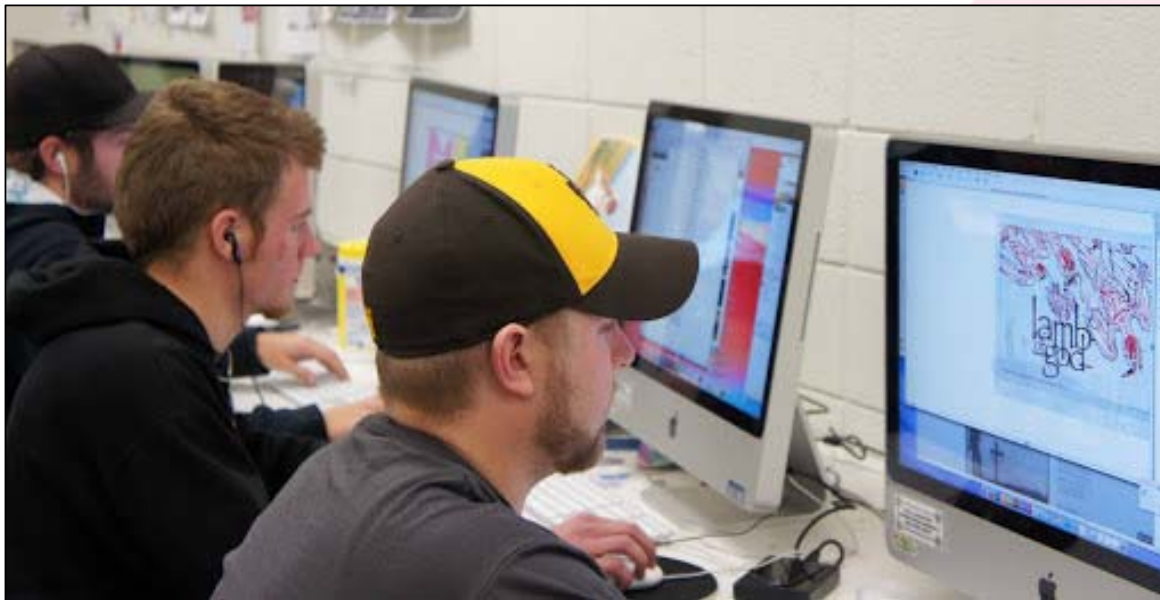
[1]

Careers Graphic Designer

Graphic designers/artists design graphics for use in media products such as magazines, labels, advertising and signage. Typical employers include: advertising agencies, brand agencies, multimedia companies, television and broadcasting companies, the packaging industry and many more.

Graphic designers

Weekly Pay	Annual Pay
£600	£31,200
Hours/Week	Hourly Pay
40h	£15

Workforce Change (projected)

Growth	Replacement
3.1%	31.6%

The workforce is projected to grow by 3.1% over the period to 2024, creating 2,900 jobs.
In the same period, 31.6% of the workforce is projected to retire, creating 29,500 job openings.

You might find this job in
Employment activities
Libraries, etc
Computer programming, etc
Office admin.
Printing & recording

More info   Clear card

Careers in Computing and ICT

Life as a medical app intern: Inshal's story

Do you love apps? Meet Inshal and find out about his job working on a medical app whist he's training to be a doctor. Part of our Bitesize world of work series.

JOBS THAT USE COMPUTING AND ICT

How to become a trainee business analyst: Megan's story

Are you interested in data analytics? Meet Megan – it's her job to check how well systems in a hospital are working. Part of our Bitesize world of work series.

JOBS THAT USE COMPUTING AND ICT

Life as a cyber security apprentice: Ellie's story

Are you interested in cyber security? Meet Ellie and find out what she did to become a cyber security apprentice. Part of our Bitesize world of work series.

JOBS THAT USE COMPUTING AND ICT

How to become a studio director

From Radio 4 and the World Service to podcasts and Newsbeat, see what studio directors do at the heart of our BBC news programmes

JOBS THAT USE COMPUTING AND ICT

SCAN ME FOR MORE!

Any Questions?

If you would like any more information, about the iMedia or Enterprise courses, please email:

tom.rubery@lancasterhigh.lancs.sch.uk

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