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## **BTEC Tech Award in Enterprise**

### What will I study?

- The characteristics of enterprises
- How market research helps enterprises to meet customer needs and understand competitors
- Factors that contribute to the success of an enterprise
- Generating business ideas
- Pitching business ideas
- Running a micro-enterprise
- Reviewing the success of a micro-enterprise
- Understanding promotional and financial information

### How is it assessed?

2 coursework units:

- Exploring Enterprises (weighted 30%)
- Planning for and running an enterprise (weighted 30%)

1 exam unit

- Promotion and Finance for Enterprise (weighted 40%)

### How is it graded?

Pass, Merit or Distinction at level 2

## **AQA GCSE Business**

### What will I study?

- Business in the real world
- Influences on business
- Business operations
- Human resources
- Marketing
- Finance

### How is it assessed?

2 exams, 1 hour 45 minutes each:

- Influences of operations and HRM on business activity (weighted 50%)
- Influences of marketing and finance on business activity (weighted 50%)

### How is it graded?

Grades 9-1