

Course Information – Business BTEC

The Technical Award in Enterprise qualification is suitable for learners aged pre-16 and above. This qualification is designed for learners who want an introduction to business and enterprise that includes a vocational and hands-on element. It has been developed to enthuse and inspire learners about a career in business and enterprise. The qualification will appeal to learners who wish to either set up their own business, move into employment or progress onto further study.

What will the learner study as part of this qualification?

This qualification shows learners:

The many different characteristics of businesses and entrepreneurs

The risks and rewards of business

Different aspects of marketing and methods of market research

Different sources of funding

How to produce a financial plan

How to develop a project plan.

What knowledge and skills will the student develop as part of this qualification and how might these be of use and value in further studies?

Learners will know about:

Different business ideas and how to put together the components of a business plan, including marketing and finance.

They will develop skills:

In marketing techniques

In funding and finance

In evaluating their own work

In literacy, numeracy and ICT

That are essential for the modern workplace, such as team working; presentation skills; independent working; working to deadlines; efficient use of resources.



Course Content

Component 1: Exploring Enterprises

Component 2: Planning for and Pitching an Enterprise Activity

Component 3: Promotion and Finance for Enterprise

Assessment

Component 1: Internally assessed with external moderation

Component 2: Internally assessed with external moderation

Component 3: Externally assessed examination

Future Opportunities

Successful completion of this qualification will fulfill the entry requirements for relevant academic and vocational study post-16.

This qualification has been mapped to the National Occupational Standards for business and enterprise. Students may, therefore, use evidence from this course towards the knowledge requirements of a relevant competence-based qualification.

The knowledge and skills gained will provide a secure foundation for careers in the business industry.

