

Introducing the

BTEC Tech Award in Enterprise

The skills to succeed - the confidence to progress

More details
coming
soon



Putting the spotlight on the BTEC Tech Award in **Enterprise**

First teaching: Awaiting DfE approval

First assessment: Awaiting DfE approval

Course level: Level 1 and level 2

For: Key Stage 4 students in England

Course size: Same as a GCSE

Progress 8: Included in the open group*

Would your Key Stage 4 students fancy taking a **hands-on course** alongside their GCSEs that gives them a taste of what the sector is like, as well as the skills and confidence to succeed in their next steps?

With the new **BTEC Tech Award in Enterprise**, your students can explore what it means to set up and run a business enterprise, as well as develop key skills and gain an insight into the sector.

* Note: the DfE will confirm the Key Stage 4 List (2019 results) for Technical Awards in 2017.

How the course works...

As the **BTEC Tech Award in Enterprise** is a practical introduction to life and work as an entrepreneur, your students will:

- Develop an aptitude in planning and carrying out an enterprise activity.
- Develop the knowledge that underpins the effective use of skills that can affect the performance of an enterprise.
- Develop attitudes and ways of working that are important for enterprise.

The course has two internally assessed components, and one that's externally assessed:

These components build on each other to motivate your students by helping them put what they've learned into practice and grow in confidence.

* Note: these draft component details are subject to change in the final qualification.

Component 1

Exploring Enterprises

Weighting 30%

Aim: examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs

Assessment: internally assessed assignment

During Component 1, your students will:

- **examine** the characteristics of enterprises
- **investigate** the factors that contribute to the success of an enterprise
- **explore** how market research helps enterprises meet customer needs
- **apply** what they've learnt in undertaking research and make decisions about the success of SMEs
- **understand** competitor behaviour

* Note: these draft component details are subject to change in the final qualification.

Component 2

Planning for and running an enterprise

Weighting 30%

Aim: select an enterprise idea to plan, pitch for and run

Assessment: internally assessed assignment

During Component 2, your students will:

- **explore** ideas for a micro enterprise activity
- **plan** for a micro enterprise activity
- **pitch** for a micro enterprise activity
- **operate** a micro enterprise activity
- **review** the success of a micro enterprise activity

* Note: these draft component details are subject to change in the final qualification.

Component 3

Promotion and finance for Enterprise

Weighting 40%

Aim: explore promotional methods, financial records, planning and forecasting

Assessment: externally assessed task where your learners will be provided with a case study of a small to medium enterprise and complete a series of activities

In component 3, your learners will:

- **demonstrate** knowledge and understanding of elements of promotion and financial records
- **interpret** and use promotional and financial information in relation to a given enterprise
- **make** connections between different factors influencing a given enterprise
- **advise** and provide recommendations to a given enterprise on ways to improve its performance

* Note: these draft component details are subject to change in the final qualification.

How the course works...

With a **BTEC Tech Award in Enterprise**, your students are able to **explore**, **challenge** and **realise** their potential.

During the course, students can **see** whether the industry is one they'd like to be in, where they could go, and gain the knowledge and skills they need to succeed in their next steps.

After completing the course, your students can **continue** on to further vocational and academic study at level 2 and level 3, as well as apprenticeships and traineeships.

What's more, the practical transferable skills your students **master** during their studies such as self-reflection, communication, teamwork and problem solving will also support their progress in the present and the future.

Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.

Conrad Hilton


Support and resources

To help you and your students every step of the way, we're developing the course materials you need and more of what you've told us you value most.

Whether you're an experienced BTEC teacher or are new to the suite, there'll soon be **free content** and **paid-for resources*** to help you plan, teach and prepare for assessment, as well as **training events** to support your professional development.

Your Subject Advisor, Colin Leith is also on hand to answer your queries in the run-up to first teaching and beyond:



 TeachingBusiness@pearson.com

 [@PearsonEconBus](https://twitter.com/PearsonEconBus)

 020 7010 2182

* Note: you don't have to buy published resources in order to deliver the course.

Like what you see? Want to know more?

Look out for what's coming soon...

- Free support material
- Training events
- Published resources

