Marking Grids

BTEC Level 1 / Level 2 Tech Award in Enterprise

First teach September 2022

Component 1 (internal): Exploring Enterprises

Component 2 (internal): Planning and Presenting a Micro-Enterprise Idea

Assessing the Pearson Set Assignments

Assessment decisions for each learner's response to the Pearson Set Assignment (PSA) for each internally assessed component must be made using the relevant marking grids below.

Marking grids for the internal components have also been built into the Assessment Tracker Tool which can be downloaded from the Teaching and Learning Materials section of the BTEC Tech Awards in Enterprise (2022) qualifications pages. This Assessment Tracker will help you collect marks for the class, streamline management of records, and allows you to export the Assessment Record forms for sampled learners for moderation.

Before making assessment decisions, you should use the guidance on using the marking grids provided in the Tech Award Specification **Section 5: Non-exam internal assessment**.

You can also watch this [short video guide](#) to applying Mark Schemes for Internal Assessments in BTEC Tech Awards from 2022.

A glossary of terms used in the marking grids is provided in *Appendix 1* of the specification.

Marking grid – Component 1

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1a: The impact of the activities carried out by the selected enterprise to its success **Learning outcome A: Understand how and why enterprises and entrepreneurs are successful**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** knowledge and understanding of the activities and the aims of the selected enterprise. Evidenced through: • **superficial** and **generic** information on a **limited number** of activities showing a **lack** of understanding of the selected enterprise • **simplistic** and **illogical** reasons to show how the activities help to support the aims of the selected enterprise.	**Adequate** knowledge and understanding of the activities and the aims of the selected enterprise. Evidenced through: • **some** activities are **partially detailed** and **partially specific** and show a **basic** understanding of the selected enterprise • **partially developed** and **partially logical** reasons to show how the activities help to support the aims of the selected enterprise.	**Good** knowledge and understanding of the activities and the aims of the selected enterprise. Evidenced through: • **most** activities are **mostly detailed** and **mostly specific** and show a **good** understanding of the selected enterprise • **mostly developed** and **mostly logical** reasons to show how the activities help to support the aims of the selected enterprise.	**Comprehensive** knowledge and understanding of the activities and the aims of the selected enterprise. Evidenced through: • **all** activities are **fully detailed** and **fully specific** and show a **deep** understanding of the selected enterprise • **fully developed** and **fully logical** reasons to show how the activities help to support the aims of the selected enterprise.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1a: The impact of the activities carried out by the selected enterprise to its success *(continued)* **Learning outcome A: Understand how and why enterprises and entrepreneurs are successful**				
No rewardable material	**Limited** judgements about the impact of the activities carried out by the selected enterprise in helping to support the aims. Evidenced through: • judgements on the impact of each activity are **unsupported** and make **irrelevant** links to how these help to support the aims of the selected enterprise.	**Adequate** judgements about the impact of the activities carried out by the selected enterprise in helping to support the aims. Evidenced through: • judgements on the impact of each activity are **partially supported** and make **partially relevant** links to how these help to support the aims of the selected enterprise.	**Good** judgements about the impact of the activities carried out by the selected enterprise in helping to support the aims. Evidenced through: • judgements on the impact of each activity are **mostly supported** and make **mostly relevant** links to how these help to support the aims of the selected enterprise.	**Comprehensive** judgements about the impact of the activities carried out by the selected enterprise in helping to support the aims. Evidenced through: • judgements on the impact of each activity are **fully supported** and make **fully relevant** links to how these help to support the aims of the selected enterprise.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1b: The impact of the skills and characteristics of the entrepreneur associated with a selected enterprise to its success **Learning outcome A: Understand how and why enterprises and entrepreneurs are successful**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** knowledge and understanding of the skills and characteristics of the specific entrepreneur(s). Evidenced through: • **superficial** and **generic** information on a **limited number** of skills and characteristics showing a **lack** of understanding of the specific entrepreneur(s) • **simplistic** and **illogical** reasons to show how each skill and characteristic help the specific entrepreneur(s) to support the aims of the selected enterprise.	**Adequate** knowledge and understanding of the skills and characteristics of the specific entrepreneur(s). Evidenced through: • **some** skills and characteristics are **partially detailed** and **partially specific** and show a **basic** understanding of the specific entrepreneur(s) • **partially developed** and **partially logical** reasons to show how each skill and characteristic help the specific entrepreneur(s) to support the aims of the selected enterprise.	**Good** knowledge and understanding of the skills and characteristics of the specific entrepreneur(s). Evidenced through: • **most** skills and characteristics are **mostly detailed** and **mostly specific** and show a **good** understanding of the specific entrepreneur(s) • **mostly developed** and **mostly logical** reasons to show how each skill and characteristic help the specific entrepreneur(s) to support the aims of the selected enterprise.	**Comprehensive** knowledge and understanding of the skills and characteristics of the specific entrepreneur(s). Evidenced through: • **all** skills and characteristics are **fully detailed** and **fully specific** and show a **deep** understanding of the specific entrepreneur(s) • **fully developed** and **fully logical** reasons to show how each skill and characteristic help the specific entrepreneur(s) to support the aims of the selected enterprise.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1b: The impact of the skills and characteristics of the entrepreneur associated with a selected enterprise to its success *(cont'd)* **Learning outcome A: Understand how and why enterprises and entrepreneurs are successful**				
No rewardable material	**Limited** judgements about the impact of the skills and characteristics of the specific entrepreneur(s) in helping to support the aims of the selected enterprise. Evidenced through: • judgements on the impact of each skill and characteristic are **unsupported** and make **irrelevant links** to how these help the specific entrepreneur(s) to support the aims of the selected enterprise.	**Adequate** judgements about the impact of the skills and characteristics of the specific entrepreneur(s) in helping to support the aims of the selected enterprise. Evidenced through: • judgements on the impact of each skill and characteristic are **partially supported** and make **partially relevant** links to how these help the specific entrepreneur(s) to support the aims of the selected enterprise.	**Good** judgements about the impact of the skills and characteristics of the specific entrepreneur(s) in helping to support the aims of the selected enterprise. Evidenced through: • judgements on the impact of each skill and characteristic are **mostly supported** and make **mostly relevant** links to how these help the specific entrepreneur(s) to support the aims of the selected enterprise.	**Comprehensive** judgements about the impact of the skills and characteristics of the specific entrepreneur(s) in helping to support the aims of the selected enterprise. Evidenced through: • judgements on the impact of each skill and characteristic are **fully supported** and make **fully relevant** links to how these help the specific entrepreneur(s) to support the aims of the selected enterprise.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 2: Market research methods **Learning outcome B: Understand customer needs and competitor behaviour through market research**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** knowledge and understanding of the primary and secondary market research methods. Evidenced through: • benefits and drawbacks of primary and secondary research methods are **superficial** and **generic** to the selected enterprise • information that the primary and secondary research methods provide about customer needs and competitor behaviour are **simplistic** and **generic** to the selected enterprise	**Adequate** knowledge and understanding of the primary and secondary market research methods. Evidenced through: • benefits and drawbacks of primary and secondary research methods are **partially detailed** and **partially specific** to the selected enterprise • information that the primary and secondary research methods provide about customer needs and competitor behaviour are **partially detailed** and **partially specific** to the selected enterprise	**Good** knowledge and understanding of the primary and secondary market research methods. Evidenced through: • benefits and drawbacks of primary and secondary research methods are **mostly detailed** and **mostly specific** to the selected enterprise • information that the primary and secondary research methods provide about customer needs and competitor behaviour are **mostly detailed** and **mostly specific** to the selected enterprise	**Comprehensive** knowledge and understanding of the primary and secondary market research methods. Evidenced through: • benefits and drawbacks of primary and secondary research methods are **fully detailed** and **fully specific** to the selected enterprise • information that the primary and secondary research methods provide about customer needs and competitor behaviour are **fully detailed** and **fully specific** to the selected enterprise

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 2: Market research methods *(continued)* **Learning outcome B: Understand customer needs and competitor behaviour through market research**				
No rewardable material	• recommendations for alternative primary and secondary methods are **inappropriate** and **unsupported** in how they will help to gain further information about their customer needs and competitor behaviour.	• recommendations for alternative primary and secondary methods are **partially appropriate** and **partially supported** in how they will help to gain further information about their customer needs and competitor behaviour.	• recommendations for alternative primary and secondary methods are **mostly appropriate** and **mostly supported** in how they will help to gain further information about their customer needs and competitor behaviour.	• recommendations for alternative primary and secondary methods are **fully appropriate** and **fully supported** in how they will help to gain further information about their customer needs and competitor behaviour.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 3a: PEST analysis **Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** application of knowledge and understanding of the PEST factors. Evidenced through: • analysis of PEST factors are **superficial** and **unsupported** in how these factors may affect the selected enterprise • recommendations for actions that the selected enterprise could take are **inappropriate** and **unsupported** by the PEST analysis.	**Adequate** application of knowledge and understanding of the PEST factors. Evidenced through: • analysis of PEST factors are **partially detailed** and **partially supported** in how these factors may affect the selected enterprise • recommendations for actions that the selected enterprise could take are **partially appropriate** and **partially supported** by the PEST analysis.	**Good** application of knowledge and understanding of the PEST factors. Evidenced through: • analysis of PEST factors are **mostly detailed** and **mostly supported** in how these factors may affect the selected enterprise • recommendations for actions that the selected enterprise could take are **mostly appropriate** and **mostly supported** by the PEST analysis.	**Comprehensive** application of knowledge and understanding of the PEST factors. Evidenced through: • analysis of PEST factors are **fully detailed** and **fully supported** in how these factors may affect the selected enterprise • recommendations for actions that the selected enterprise could take are **fully appropriate** and **fully supported** by the PEST analysis.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 3b: SWOT analysis Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** judgements about the strengths, weaknesses, opportunities and threats faced by the selected enterprise. Evidenced through: • analysis of strengths and weaknesses are **simplistic** and **unsupported** in how these factors may affect the selected enterprise • **simplistic** and **illogical** reasons to show how each strength and weakness will allow the selected enterprise to take advantage of opportunities and minimise threats	**Adequate** judgements about the strengths, weaknesses, opportunities and threats faced by the selected enterprise. Evidenced through: • analysis of strengths and weaknesses are **partially detailed** and **partially supported** in how these factors may affect the selected enterprise • **partially developed** and **partially logical** reasons to show how each strength and weakness will allow the selected enterprise to take advantage of opportunities and minimise threats	**Good** judgements about the strengths, weaknesses, opportunities and threats faced by the selected enterprise. Evidenced through: • analysis of strengths and weaknesses are **mostly detailed** and **mostly supported** in how these factors may affect the selected enterprise • **mostly developed** and **mostly logical** reasons to show how each strength and weakness will allow the selected enterprise to take advantage of opportunities and minimise threats	**Comprehensive** judgements about the strengths, weaknesses, opportunities and threats faced by the selected enterprise. Evidenced through: • analysis of strengths and weaknesses are **fully detailed** and **fully supported** in how these factors may affect the selected enterprise • **fully developed** and **fully logical** reasons to show how each strength and weakness will allow the selected enterprise to take advantage of opportunities and minimise threats

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 3b: SWOT analysis *(continued)* Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises				
No rewardable material	• judgements on the potential impact of each of the strengths, weaknesses, opportunities and threats faced are **unsupported** and make **irrelevant links** to how these may affect the selected enterprise.	• judgements on the potential impact of each of the strengths, weaknesses, opportunities and threats faced are **partially supported** and make **partially relevant** links to how these may affect the selected enterprise.	• judgements on the potential impact of each of the strengths, weaknesses, opportunities and threats faced are **mostly supported** and make **mostly relevant** links to how these may affect the selected enterprise.	• judgements on the potential impact of each of the strengths, weaknesses, opportunities and threats faced are **fully supported** and make **fully relevant** links to how these may affect the selected enterprise.

Marking grid – Component 2

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1a: Choosing an idea				
Learning outcome A: Choose an idea and produce a plan for a micro-enterprise idea				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	**Limited** judgements about the best idea to choose and which one to reject for a micro-enterprise. Evidenced through: • ideas are **superficial** and show a **lack of understanding** of the requirements of the task • reasons for selection and rejection of the micro-enterprise ideas are **simplistic** and show a **lack of understanding** of the likely success of the ideas • judgements on the best idea to choose and the idea to reject are **unsupported** by relevant research.	**Adequate** judgements about the best idea to choose and which one to reject for a micro-enterprise. Evidenced through: • ideas are **partially detailed** and show a **basic understanding** of the requirements of the task • reasons for selection and rejection of the micro-enterprise ideas are **partially developed** and show a **basic understanding** of the likely success of the ideas • judgements on the best idea to choose and the idea to reject are **partially supported** by reference to relevant research.	**Good** judgements about the best idea to choose and which one to reject for a micro-enterprise. Evidenced through: • ideas are **mostly detailed** and show a **good understanding** of the requirements of the task • reasons for selection and rejection of the micro-enterprise ideas are **mostly developed** and show a **good understanding** of the likely success of the ideas • judgements on the best idea to choose and the idea to reject are **mostly supported** by reference to relevant research.	**Comprehensive** judgements about the best idea to choose and which one to reject for a micro-enterprise. Evidenced through: • ideas are **fully detailed** and show a **deep understanding** of the requirements of the task • reasons for selection and rejection of the micro-enterprise ideas are **fully developed** and show a **deep understanding** of the likely success of the ideas • judgements on the best idea to choose and the idea to reject are **fully supported** by reference to relevant research.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1b: Planning your chosen micro-enterprise idea (aims, features, pricing, promotion and resources)				
Learning outcome A: Choose an idea and produce a plan for a micro-enterprise idea				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	**Limited** application of knowledge and understanding of the requirements of the business plan. Evidenced through: • aims, product features, pricing and promotion are **simplistic** and **lack relevance** to the target market • physical, financial and human resources are **simplistic** and **unrealistic**. Financial resources are given with **many errors** • all requirements of the task including aims, product features, pricing, promotion and resources are **unsupported** by research.	**Adequate** application of knowledge and understanding of the requirements of the business plan. Evidenced through: • aims, product features, pricing and promotion are **partially detailed** and **partially relevant** to the target market • physical, financial and human resources are **partially detailed** and **partially realistic**. Financial resources are given with **some errors** • all requirements of the task including aims, product features, pricing, promotion and resources are **partially supported** by research.	**Good** application of knowledge and understanding of the requirements of the business plan. Evidenced through: • aims, product features, pricing and promotion are **mostly detailed** and **mostly relevant** to the target market • physical, financial and human resources are **mostly detailed** and **mostly realistic**. Financial resources are given with **few errors** • all requirements of the task including aims, product features, pricing, promotion and resources are **mostly supported** by research.	**Comprehensive** application of knowledge and understanding of the requirements of the business plan. Evidenced through: • aims, product features, pricing and promotion are **fully detailed** and **fully relevant** to the target market • physical, financial and human resources are **fully detailed** and **fully realistic**. Financial resources are given with **no errors** • all requirements of the task including aims, product features, pricing, promotion and resources are **fully supported** by research.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 1b: Planning your chosen micro-enterprise idea (financial planning, forecasting and records) **Learning outcome A: Choose an idea and produce a plan for a micro-enterprise idea**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** application of knowledge and understanding in the requirements of the business plan. Evidenced through: • financial planning, forecasting and records have **many omissions and errors and are unrealistic** • risk assessment that is **simplistic and unrealistic** • all requirements of the task including financial planning, forecasting and records and risk assessment are **unsupported** by research. Viability judgement is **unsupported** by financial data, safety, ethicality, legality and environmental considerations.	**Adequate** application of knowledge and understanding in the requirements of the business plan. Evidenced through: • financial planning, forecasting and records that are **partially complete, accurate and realistic** • risk assessment that is **partially detailed and realistic** • all requirements of the task including financial planning, forecasting and records and risk assessment are **partially supported** by research. Viability judgement is **partially supported** by financial data, safety, ethicality, legality and environmental considerations.	**Good** application of knowledge and understanding in the requirements of the business plan. Evidenced through: • financial planning, forecasting and records that are **mostly complete, accurate and realistic** • risk assessment that is **mostly detailed and realistic** • all requirements of the task including financial planning, forecasting and records and risk assessment are **mostly supported** by research. Viability judgement is **mostly supported** by financial data, safety, ethicality, legality and environmental considerations.	**Comprehensive** application of knowledge and understanding in the requirements of the business plan. Evidenced through: • financial planning, forecasting and records that are **complete, accurate and realistic** • risk assessment that is **fully detailed and realistic** • all requirements of the task including financial planning, forecasting and records and risk assessment are **fully supported** by research. Viability judgement **is fully supported** by financial data, safety, ethicality, legality and environmental considerations.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 2a: Presenting your business plan **Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** application of knowledge and understanding demonstrated in the *production* and *delivery* of the electronic presentation. Evidenced through: *Production* • **most** elements are **not effectively summarised and do not** cover relevant and important information • use of business terminology is **inconsistent** and **inaccurate** and presentation is **inappropriate** to the enterprise idea *Delivery* • verbal communication is **inaccurate** and **ineffective**. Non-verbal communication is **not engaging**.	**Adequate** application of knowledge and understanding demonstrated in the *production* and *delivery* of the electronic presentation. Evidenced through: *Production* • **some** elements are **effectively summarised** and **some relevant and important** information is covered • use of business terminology is **partially consistent** and **partially accurate** and presentation is **partially appropriate** to the enterprise idea *Delivery* • verbal communication is **partially accurate** and **partially effective**. Non-verbal communication is **partially engaging**.	**Good** application of knowledge and understanding demonstrated in the *production* and *delivery* of the electronic presentation. Evidenced through: *Production* • **most** elements are **effectively summarised** and **most relevant and important** information is covered • use of business terminology is **mostly consistent** and **mostly accurate** and presentation is **mostly appropriate** to the enterprise idea *Delivery* • verbal communication is **mostly accurate and mostly effective**. Non-verbal communication is **mostly engaging**.	**Comprehensive** application of knowledge and understanding demonstrated in the *production* and *delivery* of the electronic presentation. Evidenced through: *Production* • **all** elements are **effectively summarised** and **all relevant and important** information is covered • use of business terminology is **consistent** and **accurate** and presentation is **appropriate** to the enterprise idea *Delivery* • verbal communication is **accurate** and **effective**. Non-verbal communication is **engaging throughout**.

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
Task 2b: Reviewing the presentation **Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements**				
0 marks	**1 – 3 marks**	**4 – 6 marks**	**7 – 9 marks**	**10 – 12 marks**
No rewardable material	**Limited** judgements demonstrated in the review of the production and delivery of the electronic presentation. Evidenced through: • judgements about strengths are **simplistic** and **unsupported** by reference to the production and delivery of the electronic presentation • judgements about weaknesses are **simplistic** and **unsupported** by reference to the production and delivery of the electronic presentation • recommendations for improvements are **simplistic** and are **unsupported** by reference to the production and delivery of the electronic presentation.	**Adequate** judgements demonstrated in the review of the production and delivery of the electronic presentation. Evidenced through: • judgements about strengths are **partially developed** and **partially supported** by reference to the production and delivery of the electronic presentation • judgements about weaknesses are **partially developed** and **partially supported** by reference to the production and delivery of the electronic presentation • recommendations for improvements are **partially developed** and **partially supported** by reference to the production and delivery of the electronic presentation.	**Good** judgements demonstrated in the review of the production and delivery of the electronic presentation. Evidenced through: • judgements about strengths are **mostly developed** and **mostly supported** by reference to the production and delivery of the electronic presentation • judgements about weaknesses are **mostly developed** and **mostly supported** by reference to the production and delivery of the electronic presentation • recommendations for improvements are **mostly developed** and **mostly supported** by reference to the production and delivery of the electronic presentation.	**Comprehensive** judgements demonstrated in the review of the production and delivery of the electronic presentation. Evidenced through: • judgements about strengths are **fully developed** and **fully supported** by reference to the production and delivery of the electronic presentation • judgements about weaknesses are **fully developed** and **fully supported** by reference to the production and delivery of the electronic presentation • recommendations for improvements are **fully developed** and **fully supported** by reference to the production and delivery of the electronic presentation.