



## Purpose Statement

<b>Name of regulated qualification</b>	
<b>QN: 603/7063/4</b>	<b>Title: Pearson BTEC Level 1/Level 2 Tech Award in Enterprise</b>

### Who is this qualification for?

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise is ideal for you if you are a pre-16 student working at level 1 or level 2 and would like to find out more about enterprise. This course offers a practical introduction to life and work in the enterprise sector. The qualification, which is 120 GLH, is the same size and level as a GCSE.

### The enterprise sector

Enterprise is an important part of the business sector and plays a major role in the UK's global economic status. The role of entrepreneurs is to help create wealth for the nation and its citizens through the creation of enterprises that innovate and grow the economy. There are nearly 6 million such businesses in the UK, employing around 16.6 million people. In 2019, Small and medium sized enterprises (SMEs) account for 99.9% of the business population in the UK and account for three fifths of the employment and around half of the turnover in the UK private sector, around £2.2 trillion.

### What does the qualification cover?

This course will give you the opportunity to develop knowledge and technical skills in a practical learning environment. You will also develop key skills, such as problem solving, research, decision making, innovation, project management, planning and communication.

Everyone taking this qualification will study three components, covering the following content areas:

- Exploring enterprises, including understanding of enterprise and entrepreneurs, how market research helps enterprises to meet customer needs and understand competitors, and how internal and external factors affect decisions made by enterprises.
- Planning and pitching a micro-enterprise, including generating ideas, creating a business plan and culminating in a business pitch and review.
- Understanding and application of knowledge of how SMEs promote and finance their business.

## Where will this take me?

Once you have completed the qualification, you will have developed a practical understanding of the enterprise sector. You will have built useful skills, which are not generally covered in GCSE courses, and you will have developed a good understanding of whether the enterprise sector is for you, and if so, which part of it you might want to study further.

If you decide to go on to further study of enterprise, the best option for you will depend on the grades you have achieved in this and the other qualifications you have taken, and what you enjoy doing. You could progress to a Level 2 Technical Certificate or to a Level 3 programme, such as A Levels, a T Level or a BTEC National, either on its own or in combination with A levels.

## What other subjects go well with Enterprise?

This course builds on and uses the knowledge and skills you learn in your GCSEs, particularly in Maths and English. It can also be complementary learning for vocational courses in areas such as digital tools and technologies, creative media production, sport (PE) and technology. This course is different from studying GCSEs, as, by taking part in different types of practical activities such as investigating real SMEs, planning your own enterprise idea and delivering a pitch, it gives you the opportunity to apply your knowledge, skills and the techniques you learn in practical ways.