ENTERPRISE

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.

Exam Baord	Paper Specification	Subject Type
Pearson	603/7063/4	Option
Qualification Awarded		
BTEC Level 1/Level 2 Tech Award in Enterprise		

ASSESSMENT

Component 1	• Exploring Enterprises (30%) • This component is internally assessed via a Pearson Set Assignment and externally moderated. Completed in Y10.
Component 2	• Planning and Presenting a Micro-Enterprise Idea (30%) • This is also internally assessed via a Pearson Set Assignment and externally moderated. Completed in Y10/11.
Component 3	• Promotion and Finance for Enterprise (40%) • This component is an external, synoptic assessment set and marked by Pearson, generally in the form of a written exam. Completed in Y11.

EXPECTATIONS

This course provides a practical learning environment to develop knowledge and technical skills, along with key competencies like problem-solving, research, decision-making, innovation, project management, planning, and communication. Students will study different enterprises, exploring their characteristics and the skills needed for entrepreneurial success.

They will examine market research, customer needs, competitor behaviour, and internal and external business influences.

Students will generate and plan a micro-enterprise idea within budget, present their business plan, and review their presentation for improvements. They will also explore marketing strategies, analyse financial documents, and use them to monitor and enhance enterprise performance, making informed decisions for success.