



BUSINESS AND ENTERPRISE

YEAR 10 & 11

Key Stage 4: BTEC Level 2 Tech Award in Enterprise

Enterprise is a subject available to students as an option at Key Stage 4 that helps them develop understanding and key skills needed by entrepreneurs and people working in a business environment. The course made up of three components:

Component 1: Exploring Enterprises

Students learn about different types of enterprise and explore the characteristics of small and medium enterprises. They develop skills in gathering and interpreting market research data and investigate the factors that contribute to a successful enterprise.

Component 2: Planning for and Pitching an Enterprise Activity

Learners select an idea for their own micro-enterprise to plan and pitch. They learn how to make a business plan, including producing marketing materials and making a financial forecast. Students learn how to pitch their idea to potential investors and customers, and will reflect on their performance.

Component 3: Promotion and Finance for Enterprise

Learners explore different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. They explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.



Online resources for private study:

idea.org.uk/ Sign up for this free resource that has lots of activities that you can do to extend your learning in enterprise, as well as other subjects such as citizenship, work skills and digital creativity. The Enterprise specific activities are the purple 'Entrepreneur' badges.

<https://app.senecalearning.com/> On here you will have access to lessons and quizzes from a GCSE Enterprise course. This isn't the same course as we're doing, but a lot of the same ideas are discussed so it will be really useful and will help you get ahead in this course. Your class teacher will have added you to a virtual class so that they can check your progress.





BUSINESS AND ENTERPRISE

YEAR 12 & 13

Key Stage 5: BTEC Level 3 Extended Certificate in Business

This course is for learners who are interested in learning about the business sector with a view to progressing to higher education or working in a business environment.

Unit 1: Exploring Business

Learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.



Unit 2: Developing a Marketing Campaign

Learners gain skills relating to how a marketing campaign is developed. They develop research and analysis skills whilst gaining insight into the importance of marketing to the success of a business.

Unit 3: Personal and Business Finance

Learners study the purpose and importance of personal and business finance. They develop the skills needed to understand, analyse and prepare financial information.

Unit 14: Investigating Customer Service

Learners study how excellent customer service contributes to business success. The unit gives learners the opportunity to develop their customer service skills.

Online resources for private study:

<http://www.beebusinessbee.co.uk/index.php/business-qualifications/btec-nationals-business-level-3/btec-nationals-2016/unit-3-personal-and-business-finance> This site has lots of great resources that will help you revise for the Unit 3 exam. There are videos and worksheets you can download for free.

<https://app.senecalearning.com/> On here you will have access to lessons and quizzes about Unit 1, 2 and 3 of this course. Your class teacher will have added you to a virtual class so that they can check your progress.

