

OPTIONS COURSE

BUSINESS AND ENTERPRISE

ACCREDITING AUTHORITY | Pearson

QUALIFICATION

BTEC TECH Award

FACULTY

SOCIAL STUDIES

STAFF CONTACT

Mrs Cook

WHAT QUALITIES & SKILLS DO I NEED?

This course which will consist of two coursework internally assessed components and an external exam. You will be required to have an enquiring mind and to be aware of events that are happening in the world of business and economics. You will need good writing and mathematical skills as well as competent research skills in order to achieve good grades in your class work, homework, coursework and examination.

COURSE FOLLOWED

[Business and Enterprise](#)

HOW IS THE COURSE ORGANISED & ASSESSED?

Component 1 – Exploring Enterprise (Internal Assessment)

This component of study will require you to examine the characteristics of 2 contrasting local enterprises which involves the ownership type, their purpose, aims and objects and entrepreneurial skills and characteristics. You will explore how market research helps enterprises meet customer needs and understand competitor behaviour and the ways in which businesses collect and collate this research in order to use it effectively. Finally you will investigate the factors that contribute to the success of an enterprise

Component 2 – Planning for and Running an Enterprise (Internal Assessment)

This is your opportunity to explore ideas for a real business. Plan and pitch your chosen idea for a micro enterprise activity and then set up and run the enterprise. You will then be required to reflect on, review and evaluate the success of it by considering your marketing, your team work skills, your sales pitch and the product and service itself and the extent to it meeting customers' wants and needs.

Component 3 – Promotion and Finance for Enterprise (External Assessment)

This is the exam paper. You will be presented with a scenario within the paper and you will be expected to apply and transfer the skills and knowledge you have been taught to answer the questions effectively. The questions will include formulas, definitions, analysis and evaluation questions.



FREQUENTLY ASKED QUESTIONS

WHAT ABILITY LEVEL DO I NEED TO BE?

You will need to have an interest in the subject to succeed. You will also need to be competent at English and Maths.

WHAT ARE THE MAJOR TOPICS COVERED?

The main topic areas within the subject are starting and understanding Enterprise, Marketing, Production, Finance and People.

WHAT IS THE PROGRESSION ROUTE FOR THE COURSE?

We offer A level Business Studies, A level Accounts and Level 3 BTEC Business in the Sixth form and this course would be useful for any further education or jobs you may be applying for after Year 11.

IS THERE MUCH MATHS IN THE SUBJECT?

There are simple calculations and some formulas that need to be used and understood.

HOW WILL I BE ASSESSED?

Component 1 – Exploring Enterprise (Written report, Power Point presentation, article for a newspaper worth 30% of the final mark)

Component 2 – Planning for and Running an Enterprise (Business Plan, Business Pitch, individually produced log with teacher witness/observation statements and a Business Report worth 30% of the final mark)

Component 3 – Promotion and Finance for Enterprise (Examination Paper worth 40% of the final mark)

Component 1 & 3 is completed during your first year of study.
Component 2 is completed during your second year of study.

