



Taverham Sixth Form
One vision. Our passion. Your future.

BTEC Level 2 Technical Certificate in Business Enterprise

Transition Guide

2019/2020

BTEC Level 2 Technical Certificate in Business Enterprise

Examination Board: AQA Economics 7136

Introduction and Structure

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to grow and to ensure that businesses survive in this fast changing world.

Enterprising skills can help you be a real asset to an organisation, as well as give you the basis on which to develop entrepreneurial skills for running your own enterprise in the future. This BTEC course is designed for post-16 learners like you who would like to master sector-specific skills and knowledge alongside broader transferable skills such as communication, research and project work.

Content

Over the year you will study four units as follows:

| Unit 1 The Business Enterprise Environment | Unit 2 Researching a concept for a new or revised product or service | Unit 3 Promoting and financing an enterprise idea | Unit 4 Planning and pitching an enterprise idea |
|--|---|---|---|
| <ul style="list-style-type: none">• Business ownership, liability and size• Industry sectors• Stakeholders and their influence• The operational environment• SWOT analysis• Legal frameworks• Enterprise and entrepreneurship• Skills needed to be a successful entrepreneur• Sources of business advice and finance• Finance | <ul style="list-style-type: none">• Enterprise ideas• Features of successful enterprises• Types of enterprise• Enterprise skills• Risks of lack of enterprise• Creativity techniques• Refining enterprise ideas• 4Ps of marketing• Market research methods• Data presentation and interpretation | <ul style="list-style-type: none">• Promotional methods• Developing an idea for field / test marketing• Developing strategies for the promotional campaign• Planning a promotional campaign• Financial plan• The supply chain for the idea | <ul style="list-style-type: none">• Prepare a business plan for a new enterprise idea• Deliver a business pitch• Review and revise a business plan in light of feedback |

Assessment

Internal Assessment

Out of the four units you will study, three will be internally assessed. This means you will produce portfolios of coursework that is marked and moderated by your teachers. A sample of work will then go off to the exam board to check they agree with the grade awarded.

External assessment

Unit 1, The Business Enterprise Environment, is externally assessed. This means you will sit an exam for this unit and this will be sent off to the exam board for marking.

Each unit is equally weighted which means each unit is worth 25% of your overall qualification.

| Pearson BTEC Level 2 Technical Certificate in Business Enterprise | | | | |
|---|---|-----|-----------|-------------------|
| Unit number | Unit title | GLH | Type | How assessed |
| 1 | The Business Enterprise Environment | 60 | Mandatory | External |
| 2 | Researching a Concept for a New or Revised Product or Service | 60 | Mandatory | Internal |
| 3 | Promoting and Financing an Enterprise Idea | 60 | Mandatory | Internal |
| 4 | Planning and Pitching an Enterprise Idea | 60 | Mandatory | Internal Synoptic |

This qualification has 100% mandatory content and 25% external assessment

Progression Routes

Apprenticeship

- You can choose to do a variety of apprenticeships with the business sector

Employment

- Business administrator
- Office assistant
- Administration assistant

Level 3 study

- BTEC Level 3 / Cambridge Technical
- A levels

Course Textbook

- Pearson BTEC Level 2 Technical Certificate Business Enterprise Learner Handbook Activebook

On the next page you will find your summer work. Please make sure this is handed in to your business teacher on your first day back in September.

Transition Work

Activity: Successful Entrepreneurs

Key Term

Entrepreneur – a person who has a business idea and takes a risk in order to start up their own business

Your whole course is designed to give you the skills needed to be a successful entrepreneur. I would like you to do some research into an entrepreneur that inspires you or that you are interested in. Examples can include:

- Lord Alan Sugar
- Bill Gates
- Richard Branson
- Duncan Bannatyne
- Anita Roddick
- Oprah Winfrey
- Coco Chanel

When researching your entrepreneur you need to use at least **4 different sources of information** including:

- ✓ books (including autobiographies)
- ✓ internet sites
- ✓ news articles

For example you may use two websites, an autobiography and a news article.

You must keep a list of all of the sources of information you use on a document and call it a 'bibliography'.

Create a fact file

When you have researched your entrepreneur you need to write a **fact file** that covers the following points:

1. An introduction to who your entrepreneur is
2. What type of business they have
3. Where they got their business idea from
4. The skills your entrepreneur has that has made them successful
5. Where they got business advice from (if relevant)
6. Any other information you find interesting.

Key term

A fact file is a document that contains information about a topic that includes facts, pictures and written text

Have a lovely summer and we look forward to seeing you in September!

Mr Timbers, Mrs Robinson, Mr Rapley, Mrs Woods (course team)