

Business studies (Enterprise)

Tech award - EDEXCEL

Subject Leader: Miss Watkins

What's it all about?

The world we live in is dominated by businesses, whether big or small. With the new BTEC Tech Award in Enterprise, you can explore what it means to set up and run a business enterprise, as well as develop key skills and gain an insight into the sector.

Who should take it?

If you are interested in finding out about how to start a new business and then help it grow then this is the course for you.

What will I learn on this course?

Component 1 (Exploring Enterprises): In this component you will:

- examine the characteristics of enterprises
- explore how market research helps enterprises meet customer needs
- understand competitor behaviour
- investigate the factors that contribute to the success of an enterprise

Component 2 (Planning for and pitching an enterprise): In this component you will:

- explore ideas for a micro enterprise activity
- plan and pitch the success of a micro enterprise activity

Component 3 (Promotion and finance for Enterprise): In this component you will:

- demonstrate knowledge and understanding of elements of promotion and financial records
- interpret and use promotional and financial information in relation to a given enterprise
- make connections between different factors influencing a given enterprise
- advise and provide recommendations to a given enterprise on ways to improve its performance

How will I be assessed?

Component 1 and 2 are internally assessed assignments.

Component 3 is an externally assessed task where you will be provided with a case study of a small to medium enterprise and complete a series of activities

What do your current students say?

“We have learnt so much already about the way business works and we are only 2 weeks in”

“I didn't know there was so much different businesses in Kidderminster”

“It feels so good to be building my own future”

Is there anything else I need to know?

A simple calculator will be required.

Who can I contact for further information?

hwatkins@kingcharles1.worcs.sch.uk