

Year 10 BTEC Tech Award in Enterprise

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Curriculum Overview:

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise, is for learners who wish to acquire knowledge and skills through vocational contexts by studying the knowledge, behaviours and skills related to researching, setting up, running and reviewing an enterprise as part of their Key Stage 4 learning. The qualification enables learners to develop their technical skills, such as market research skills, planning, promotional and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment. Learners will acquire knowledge, understanding and skills to underpin their practical activities in assessment, which will complement their GCSEs. The qualification will broaden their experience and understanding of the varied progression options available to them.

Topics Studied – Term 1

Component 1: Exploring Enterprises

- What is an Enterprise?
- Types and characteristics of small and medium enterprises
- The purpose of enterprises
- Entrepreneurs
- Customer needs
- Using market research to understand customers
- Understanding competitors

Topics Studied – Term 2

Component 1: Exploring Enterprises

- Internal factors
- External factors
- Situational analysis
- Measuring the success of an SME

Component 3: Promotion and Finance for Enterprise

- Elements of the promotional mix and their purpose
- Targeting and segmenting the market
- Factors influencing the choice of promotional methods

Topics Studied – Term 3

Component 3: Promotion and Finance for Enterprise

- Financial documents
- Payment methods
- Sources of revenue and costs
- Terminology in financial statements
- Statement of comprehensive income
- Statement of financial position
- Profitability and liquidity
- Using cash flow data
- Financial forecasting
- Suggesting improvements to cash flow problems
- Break-even analysis and break-even point
- Sources of business finance

Assessments:

- Term 1: Mid topic assessment on Exploring Enterprises.
- Term 2: End of topic assessment on Exploring Enterprises and mid topic assessment on Promotion and Finance for Enterprise.
- Term 3: End of topic assessment on Promotion and Finance for Enterprise and end of year component 3 linear assessment.

Homework:

Year 10 homework will be given out weekly and in most cases be available from 'Show My Homework', with a variety of tasks from self-assessing tests, exam styled questions, to knowledge organisers and research tasks.

Other Useful Information:

<https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/enterprise/2017/specification-and-sample-assessments/Spec-BTEC-L1-2-TechAwd-Enterprise1.pdf> (qualification specification)

<https://www.bbc.com/bitesize/subjects/zpsvr82> (General revision of key Business themes)

<https://revisionworld.com/gcse-revision/business-studies> (General revision and practice assessment styled questions)