Key Stage 4

BTEC Level 1/Level 2 Tech Award in Enterprise

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise (603/1916/1), 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.

Learners are required to complete and achieve all the components included in the qualification.

Pearson BTEC Level 1/Level 2 Tech Award in Enterprise				
Component number	**Component title**	**GLH**	**Level**	**How assessed**
1	Exploring Enterprises	36	1/2	Internal
2	Planning for and Running an Enterprise	36	1/2	Internal
3	Promotion and Finance for Enterprise	48	1/2	External and Synoptic

The qualification has three components that focus on the assessment of knowledge, skills and
practices. These are all essential to developing a basis for progression and therefore learners
need to demonstrate attainment across all components in order to achieve the qualification.

Components 1 and 2 are assessed through internal assessment.

Internally-assessed components are assessed using a grading scale ranging from Level 1 Pass to
Level 2 Distinction.

Component 3: Promotion and Finance for Enterprise requires learners to analyse and interpret

information in relation to an enterprise and to make recommendations on strategies to use to
improve the performance of the enterprise. The external assessment is taken under supervised conditions that is then marked and a grade awarded by Pearson. Learners are permitted to resit the external assessment once during their programme by taking a new assessment.

Component	Description of assessment	Availability
Component 3:	• External assessment set and marked by Pearson, completed under supervised conditions. • The assessment must be completed in 2 hours. • 60 marks	February/May/June First assessment 2019

The externally-assessed component is marked and awarded on using grading descriptors set at Level 1 Pass, Level 2 Pass and Level 2 Distinction.

Component 1: Exploring Enterprises
Learners will examine different enterprises to develop their knowledge and understanding of the
characteristics of enterprises and the skills needed by entrepreneurs.
Learning aims
A Examine the characteristics of enterprises
B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour
C Investigate the factors that contribute to the success of an enterprise.

Component 2: Planning for and Running
an Enterprise
Learners will individually select an idea for an enterprise to plan and pitch. They will work individually or as a small group to run a micro-enterprise activity and will develop their skills in operating and reviewing the success of the enterprise.
Learning aims
A Explore ideas, plan and pitch for a micro-enterprise activity
B Operate and review the success of a micro-enterprise activity.

Component 3: Promotion and Finance for Enterprise

Learners will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Learners will 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.

Assessment objectives

AO1 Demonstrate knowledge and understanding of elements of promotion and financial records

AO2 Interpret and use promotional and financial information in relation to a given enterprise

AO3 Make connections between different factors influencing a given enterprise

AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance.

Key Stage 3

Years 7 – 9 will follow the 'Levels of Progression in using ICT across the curriculum, key stage 3'

At a level appropriate to their ability, pupils will develop ICT
skills to:

Explore

· access and manage data and information;

· research, select, process and interpret information;

· investigate, make predictions and solve problems through interaction with digital tools.

Express

· create, develop, present and publish ideas and information using a range of digital media;

· manipulate information and multimedia products using a range of assets.

Exchange

· communicate using a range of contemporary digital methods and tools;

· share, collaborate, exchange and develop ideas digitally;

· understand how to keep safe and display acceptable online behaviour.

Evaluate

· talk about, review and make improvements to work, reflecting on the process and outcome;

· consider the sources and resources used.

Exhibit

· manage and present their stored work;

· showcase their learning across the curriculum.

This will be embedded into a programme of study with an 'enterprise' theme to prepare students for their Key stage 4 course.

The topics covered are;
Exploring Enterprise
Competition
E Safety
Create an enterprise
Access databases
Scratch

Assessment is continuous throughout each unit and a 'finished product' will be assessed for 'fitness for purpose' and 'suitability for target audience' with literacy embedded into regular feedback.