



Why is the study of Enterprise important?

The need for enterprising employees to drive organisations forward is paramount; employees need to have ideas and initiatives to instigate growth and to ensure that businesses survive in the fast-changing. Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Therefore it is vital for the study of enterprise within the curriculum in order for you to be better world class employees and develop skills that are becoming increasingly in demand by today's employers.

You will have the opportunity to study, develop knowledge and understand the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success.

You will understand the importance of having a clear focus on the customer and the importance of meeting their needs.

Enterprise gives you the opportunity to develop relevant skills in market research, analysis and be able to interpret your findings to support your understanding of customers and competitors. You will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. This will provide an understanding of the factors that contribute to a successful enterprise.

“The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.” – Peter Drucker.

To succeed as an entrepreneur or an innovator in business, you need to have great ideas and plan how you are going to put them into practice. Any enterprise

needs to plan how it will succeed through working out how it can harness physical, financial and human resources – which means the skills that you and others bring. An entrepreneur will also have to pitch their ideas to an audience in order to secure funding. You will use the research knowledge gained to consider a number of ideas before developing a plan for a realistic micro-enterprise activity. You will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. You will need to take responsibility for creating then delivering a pitch for your developed ideas to an audience using your knowledge of business, by demonstrating entrepreneurial characteristics, qualities and skills.

The performance of an enterprise can be affected by both internal and external factors. To monitor and improve an enterprise's performance, you need to be aware of the impact of these factors and the strategies you can use to make the most of opportunities and minimise any threats. By studying enterprise, you will assess and analyse financial information in an enterprise context to monitor and develop strategies to improve its performance. You will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggest ways to improve them. You will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future.

Therefore by studying enterprise you will gain an insight into the world of business and development of innovating ideas. Entrepreneurs can be anyone of any age as long as you have the creativity, imagination and a thirst for hard work.

The Big Questions

Is my product or service a real business idea? What differentiates my product from the competition? How much power do customers have? What's my appetite for risk? How am I going to fund my idea? Who is my role model? Am I keeping up with fast changing technology?

What skills will the study of Enterprise teach you?

Enterprise skills is a progression pathway into a number of roles within an organisation and are transferable into all businesses.

Enterprise provides an opportunity for practical application alongside conceptual study.

You will develop transferable skills such as -

- research and data analysis
- planning and research
- presentation
- communication
- self-reflection skills

Studying Enterprise lets students know that:

- Starting and operating a business is a career option.
- It reinforces basic skills in Literacy, Maths and ICT and relates these abilities to real applications.
- Personal finance capabilities are developed which will help students in their work and personal lives. It provides a bridge between the world of work and the school environment.
- Entrepreneurial individuals are better employees and develop skills that are becoming increasingly in demand by employers.
- It is a motivating approach to learning, developing in the student self-esteem and a sense of purpose.
- It equips you with life skills and makes them more positive contributors to society. All these skills, qualities and characteristics will support your progression to Level 3 vocational or academic qualifications.

What will you know and understand from your study of Enterprise?

You will -

- Examine the characteristics of enterprises.
- Explore how market research helps enterprises to meet customer needs and understand competitor behaviour.
- Investigate the factors that contribute to the success of an enterprise.
- Explore ideas and plan for a micro-enterprise activity.
- Pitch a micro-enterprise activity and review your own pitch for a micro-enterprise activity.
- Explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market.
- 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.

How does your study of Enterprise support your study in other subjects?

Enterprise and marketing also provides you with a new, practical context for many of the subjects they have studied, including mathematics, science and technology,

language, and social studies. It will help students to recognise the relevance of these subjects as they are applied in the world of business – for example, in helping people with their needs, challenges, and problems; and in creating products and services that help to improve the quality of life.

How can you deepen your understanding of Enterprise?

Enterprise offers you the opportunity to be the next big thing in business.. Activities and competitions such as 'Dragons Den' and 'The Biz Quiz'. After academy intervention sessions for the exam help boost your grades together with coursework structure checker guides; enabling you to achieve the highest grade of a Distinction*.

How are you assessed in Enterprise?

In Year 10, you are assessed internally through coursework and in Year 11 through coursework and externally through an exam. There are assessment points each year that we term Praising Stars[®]. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the enterprise curriculum.

Assessment is 60% coursework and 40% exam.

Key Assessment Objectives

Component 1: Exploring Enterprises

In this unit, students will study:

- Different types of enterprise and their ownership.
- The importance of a clear focus on the customer and the importance of meeting their needs.
- Relevant skills in market research and analysis.
- Be able to interpret findings to support your understanding of customers and competitors.
- Investigate ways in which situational analysis can be used to support decision making.
- How the success can be monitored in an SME.

Component 2: Planning and presenting a Micro-enterprise idea

In this unit, you will select an enterprise idea to plan and pitch for. You will work as a small group to run a micro-enterprise activity, and will develop your skills in operating and reviewing the success of the enterprise. Students will have the opportunity to plan how best to set up the enterprise and how to fund it. You will then

pitch your developed idea and comment on the ideas of others. Students will then work with others to set up and run a micro enterprise activity, using your knowledge of entrepreneurial characteristics and qualities.

Component 3: Marketing and Finance for Enterprise (1 exam)

In this final unit, you will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. You 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 the success of an enterprise.

AO1 Demonstrate knowledge of marketing terms and principles & financial information in relation to a given enterprise.

AO2 Analyse and interpret marketing information and financial data, making connections to inform solutions

AO3 Evaluate marketing and financial information in context to make reasoned judgements

How can Enterprise support your future?

The study of Enterprise can lead to a wide range of careers:

This course is a fantastic foundation for developing skills that you can take with you into a wide range of careers. It aims to give you an understanding of the workings of business enterprise.

This curriculum pathway can lead to a full range of education and training at Post 16 level. Studying Business is especially favoured by employers as students are equipped with the necessary skills in Business. Careers include:

- Office Manager
- Accountant Brand Manager
- Financial Adviser
- Bank Manager
- Business Analyst
- Quality Manager
- Solicitor
- Teacher
- Administration roles
- Human Resources Manager
- Marketing Manager

Pearson Edexcel BTEC Level 1/Level 2 Tech Award in Enterprise Course Overview

Term	Year 1	Year 2
Autumn 1	<p>Component 1: Exploring Enterprises</p> <p>Learning outcome A: Understand how and why enterprises and entrepreneurs are successful</p> <p>Learning outcome B: Understand customer needs and competitor behaviour through market research</p>	<p>Component 2: Pearson Set Assignment Completion (30% of final grade)</p> <p>Learners will use research methods to choose and reject ideas for a micro-enterprise and develop a business plan.</p>
Autumn 2	<p>Component 1: Exploring Enterprises</p> <p>Learning outcome C: Understand how the outcomes of situational analysis may affect enterprises</p> <p>- PSA Assessment in preparation for Component 1</p>	<p>Component 2: Pearson Set Assignment Completion (30% of final grade)</p> <p>Learners will present their business plan and review the production and delivery of their presentation.</p> <p>Deadline for completion: December</p>
Spring 1	<p>Component 1: PSA Assessment Completion (30% of final grade)</p> <p>Learners will use the information provided on the sectors to select and research an appropriate enterprise and their associated entrepreneur(s), exploring how the activities of the enterprise and the skills and characteristics of the entrepreneur(s) help the enterprise to achieve their aims.</p>	<p>Component 3 (exam content 40% of final grade)</p> <p>A: Marketing Activities</p> <ul style="list-style-type: none"> ● Targeting and segmenting the market ● 4Ps of the Marketing Mix ● Factors influencing the choice of marketing methods ● Trust reputation and loyalty
Spring 2	<p>Component 1: PSA Assessment Completion (30% of final grade)</p> <p>Learners will investigate the market research methods currently used by their chosen enterprise and explore the information this provides the enterprise on their customers and competitors, making recommendations for improvements to these methods.</p> <p>Learners analyse PEST and SWOT factors to make supported judgements on the actions the enterprise could take and make supported judgements on opportunities and threats as a result.</p> <p>Deadline for completion: May</p>	<p>Component 3 (exam content)</p> <p>B: Financial documents and statements</p> <ul style="list-style-type: none"> ● Financial documents ● Payment methods ● Revenue and costs ● Financial statements ● Profitability and liquidity
Summer 1	<p>Component 2: Planning and Presenting a Micro-Enterprise Idea</p> <p>Learning outcome A: Choosing ideas for a micro-enterprise</p>	<p>Component 3 (exam content)</p> <p>C: Financial planning and forecasting</p> <ul style="list-style-type: none"> ● Budgeting ● Cash flow

	<p>Learners will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget.</p>	<ul style="list-style-type: none"> ● Suggesting improvement to cash flow problems ● Break-even point and break-even analysis ● Sources of business finance
<p>Summer 2</p>	<p>Component 2: Planning and Presenting a Micro-Enterprise Idea</p> <p>Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements.</p> <p>Learning outcome C: Review the presentation of the micro-enterprise ideas to meet specific requirements.</p> <p>They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements.</p>	<p>Creative curriculum</p>