



### SUBJECT & QUALIFICATION:

## Pearson BTEC Level 1/Level 2 Tech Award - Enterprise

#### Why is the study of Pearson BTEC Level 1/Level 2 Tech Award - Enterprise important?

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise provides a practical, real-world foundation in business operations, equipping students with essential financial, entrepreneurial, and analytical skills.

#### Key Reasons the Qualification Is Important

- **Real-World Business Application:** Unlike purely theoretical business courses, it focuses directly on how Small and Medium Enterprises (SMEs) operate. Students analyze real local businesses, evaluate market trends, and study consumer behavior.
- **Essential Financial Literacy:** Learners master practical financial management, including forecasting cash flow, calculating break-even points, budgeting, and assessing profit and loss—skills vital for running a business and managing personal finances.
- **Entrepreneurial & Pitching Experience:** Students generate original micro-enterprise concepts, build structured business plans, and pitch their ideas, fostering innovation, confidence, and public speaking abilities.
- **Transferable Employability Skills:** The curriculum builds cross-industry workplace capabilities such as market research, data interpretation, situational decision-making (SWOT/PEST analyses), time management, and self-reflection.
- **Applied Assessment Structure:** The course combines internal practical assignments (60%) with an external synoptic exam (40%), providing an alternative to high-stakes, exam-only courses and accommodating varied learning styles.
- **Clear Post-16 Pathways:** Serves as a direct stepping stone to Level 3 qualifications (such as BTEC Nationals in Business, T-Levels, or A-Levels), business apprenticeships, or launching a startup.

#### What skills will the study of Pearson BTEC Level 1/Level 2 Tech Award - Enterprise teach you?

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise develops a combination of practical business operations, financial, analytical, and interpersonal workplace skills.

#### I. Financial Management & Literacy

- **Cash Flow Forecasting:** Predicting cash inflows and outflows to track liquidity and prevent operational shortfalls.
- **Break-Even & Profitability Analysis:** Calculating break-even points, gross profit, net profit, and profit margins to evaluate business viability.



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- **Cost Classification & Budgeting:** Distinguishing between fixed, variable, direct, and indirect costs to establish accurate pricing and budgets.
- **Financial Interpretation:** Reading financial statements to make informed operational and strategic adjustments.

### 2. Market Research & Strategic Analysis

- **Research Methodology:** Designing and executing primary research (surveys, focus groups, interviews) and secondary research (industry reports, demographic statistics).
- **Target Audience Profiling:** Segmenting markets by demographics, psychographics, and purchasing behaviors to identify target customer bases.
- **Environmental Auditing:** Applying strategic analysis tools like SWOT (Strengths, Weaknesses, Opportunities, Threats) and PEST (Political, Economic, Social, Technological) to assess market risk.
- **Competitor Analysis:** Benchmarking micro-enterprises against direct and indirect market competitors.

### 3. Micro-Enterprise Planning & Pitching

- **Business Plan Formulation:** Constructing end-to-end business models covering operations, financial requirements, and marketing.
- **Public Speaking & Pitching:** Delivering structured business presentations to an audience using persuasive communication and supporting media.
- **Reflective Practice:** Evaluating personal performance post-pitch, synthesizing peer/tutor feedback, and detailing actionable steps for improvement.

### 4. Marketing & Brand Promotion

- **Marketing Mix Application:** Applying the 4 Ps (Product, Price, Place, Promotion) tailored to specific SME business contexts.
- **Promotional Campaign Design:** Selecting cost-effective promotional channels (social media, print, digital marketing, local public relations) aligned with budget limitations.

### 5. Transferable Workplace Skills

- **Data Interpretation:** Converting raw market data and sales metrics into actionable business decisions.
- **Problem-Solving & Resourcefulness:** Adjusting operational plans to counter external market pressures or resource constraints.
- **Project & Time Management:** Organizing multi-stage coursework deliverables, managing research schedules, and meeting strict external assessment deadlines.



What will you know and understand from your study of Pearson BTEC Level 1/Level 2 Tech Award - Enterprise?

Studying the Pearson BTEC Level 1/Level 2 Tech Award in Enterprise builds a clear conceptual understanding of how Small and Medium Enterprises (SMEs) function, make decisions, manage money, and compete in the market.

### 1. Small & Medium Enterprise (SME) Dynamics

**Ownership & Legal Structures:** The features, legal liabilities, and operational differences between sole traders, partnerships, private limited companies (Ltd), and social enterprises.

**Enterprise Objectives:** Why enterprises exist—from profit maximization and market growth to social impact and meeting local community needs.

### 1. Internal & External Environments:

- How internal factors (staffing, finances, resources) and external drivers (PESTLE factors: political, economic, social, technological, legal, environmental) influence business success or failure.

### 2. Market Dynamics & Consumer Behavior

- **Customer Segmentation:** How demographic, geographic, and psychographic factors shape consumer purchasing habits and customer expectations.
- **Competitor Actions:** How direct and indirect competitors impact an enterprise's market share, pricing strategies, and unique selling propositions (USPs).
- **Research Validity:** The difference between qualitative and quantitative market research, and how raw data translates into usable market insights.

### 3. Financial Concepts & Accounting Frameworks

- **Cost & Revenue Mechanics:** The distinction between fixed, variable, direct, and indirect costs, and how they combine with revenue streams to determine gross and net profit.
- **Cash Flow vs. Profit:** Why a profitable business can still fail due to poor liquidity, and how cash inflows and outflows affect daily operations.
- **Break-Even Principles:** The relationship between fixed costs, variable costs per unit, and selling price in calculating the exact point where a business covers its expenses.
- **Business Documentation:** The function and flow of primary business paperwork, including purchase orders, delivery notes, invoices, receipts, and statement accounts.

### 4. Marketing Strategies & Brand Positioning

- **The Marketing Mix (4 Ps):** How Product, Price, Place, and Promotion align to create a coherent strategy suited to a specific target market.
- **Promotional Reach & Budgeting:** The suitability, costs, and limitations of various promotional channels (social media, print, digital advertising, direct marketing, and PR) for small-budget enterprises.



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### 5. Business Planning & Pitching Mechanics

- **Business Plan Architecture:** The core structure of a viability plan, including market analyses, risk evaluations, resource allocations, and financial forecasts.
- **Presentation & Communication:** The key principles of structured business pitching, audience engagement, persuasive communication, and professional self-evaluation.

### How can you deepen your understanding of Pearson BTEC Level 1/Level 2 Tech Award - Enterprise?

- **Study Local Businesses:** Observe how nearby shops price items, market products, and handle competition using frameworks like SWOT and the 4 Ps.
- **Practice Financial Math:** Build cash flow forecasts in Excel and test how changing prices or costs impacts break-even points.
- **Master Exam Command Words:** Learn the difference between verbs like Explain, Analyze, and Evaluate to hit Pass, Merit, and Distinction criteria.
- **Work Through Past Papers:** Practice Component 3 exam questions under timed conditions and read official examiner reports to avoid common student mistakes.
- **Rehearse Your Pitch:** Record yourself presenting a micro-enterprise plan to build confidence, polish communication, and practice self-reflection.

### How are you assessed in Pearson BTEC Level 1/Level 2 Tech Award - Enterprise?

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise is assessed using a combination of internal coursework (60%) and one external exam (40%) spread across three main components.

#### Assessment Breakdown

| Component                                 | Assessment Type                             | Weighting | Details                                                                                                                                                                                              |
|-------------------------------------------|---------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Component 1:<br><br>Exploring Enterprises | Internal<br>Non-Exam<br>Assessment<br>(PSA) | 30%       | Complete set tasks assessing market research, SME characteristics, SWOT/PESTLE analyses, and internal/external factors influencing real businesses. Marked by your teacher and moderated by Pearson. |



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|                                                                   |                                    |     |                                                                                                                                                                                   |
|-------------------------------------------------------------------|------------------------------------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Component 2:<br><br>Planning & Presenting a Micro-Enterprise Idea | Internal Non-Exam Assessment (PSA) | 30% | Plan a micro-enterprise, build a business proposal/financial plan, pitch the idea, and write a self-reflection on performance. Marked by your teacher and moderated by Pearson.   |
| Component 3:<br><br>Marketing & Finance for Enterprise            | External Synoptic Exam             | 40% | A 2-hour written exam set and marked directly by Pearson. Evaluates cash flow, break-even calculations, balance sheets, marketing strategies, and target audience identification. |

**Key Assessment Rules & Grading Structure**

- Pearson Set Assignments (PSAs): For Components 1 and 2, tasks are created by Pearson and completed under supervised conditions in school. You receive a target window to prepare research notes beforehand.
- Terminal Rule: Component 3 serves as the terminal assessment taken at the end of the course (usually May/June of Year 11).
- Overall Qualification Grading: Points earned across all three components determine your final grade on the BTEC scale:
  - Level 1: Pass, Merit, Distinction
  - Level 2: Pass, Merit, Distinction, Distinction\* (equivalent to GCSE grades 9–4)

Coursework requirements Pearson BTEC Level 1/Level 2 Tech Award - Enterprise

**Component 1: Exploring Enterprises (30%)**

Research Local Businesses: Analyze two contrasting local businesses, their goals, and their target customers.



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Assess Market Research: Evaluate how they gather customer data and track competitors.

Run Strategic Audits: Apply SWOT and PESTLE tools to identify internal and external business factors.

### **Component 2: Planning & Pitching a Micro-Enterprise (30%)**

Task 1 (Business Plan): Design a business idea with financial models covering startup costs, sales forecasts, and a break-even analysis.

Task 2 (Pitch & Review): Deliver a recorded presentation pitching your idea, followed by a written self-reflection on your performance.

### How can Pearson BTEC Level 1/Level 2 Tech Award - Enterprise support your future?

The study of Enterprise and Marketing 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.

### Study of Pearson BTEC Level 1/Level 2 Tech Award - Enterprise can lead to a wide range of careers:

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 BTEC Level 1/Level 2 Tech Award - Enterprise Course Overview<br>This course is for teaching from Sep 2026 (Current Y10 Students) |                                                                 |                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------|
| Term                                                                                                                                     | Year 1                                                          | Year 2                                                                  |
| Autumn 1                                                                                                                                 | Introduction to key terms and concepts. Begin coursework - PSA1 | Business Concepts and key terms                                         |
| Autumn 2                                                                                                                                 | Completion of PSA 1                                             | Business Concepts and key terms + Exam technique practice - Examination |
| Spring 1                                                                                                                                 | Begin PSA 2                                                     | Resits of coursework                                                    |
| Spring 2                                                                                                                                 | Completion Of PSA 2                                             | Resit coursework completion                                             |
| Summer 1                                                                                                                                 | Key concepts and exam preparations                              | Final exam preparations                                                 |
| Summer 2                                                                                                                                 | Mock Preparation and Feedback                                   | NA                                                                      |