



Department Information:

The Business & Enterprise Department delivers the Pearson BTEC Tech Award in Enterprise (2022), a vocational qualification designed to give students a practical understanding of how small enterprises operate. Students develop knowledge of real-world business concepts, apply theory to enterprise scenarios, and build transferable skills such as communication, problem-solving and financial literacy. The course consists of three components taught across Years 10 and 11, combining internal assessment with an externally assessed exam.

Curriculum aims and intent:

The curriculum aims to ensure students:

- Develop a secure understanding of enterprise concepts, including market research, customer needs, financial planning and promotional strategies.
- Apply knowledge to realistic business contexts, using analytical and evaluative skills.
- Build confidence in interpreting data, making justified decisions and presenting ideas clearly.
- Understand how small businesses operate and the role of entrepreneurs in the economy.
- Gain insight into careers in business, including marketing, finance, retail, customer service and enterprise development.
- Are well prepared for the demands of the Component 3 external exam and the synoptic nature of Component 2.

Resources used to support learning:

- Pearson BTEC Tech Award in Enterprise (2022) textbook
- Teacher-produced booklets and revision guides on teams
- Exam practice materials and past papers on teams
- Case studies of real small businesses on teams

Home Learning:

Students receive one piece of home learning per week, which may include:

- Research tasks
- Exam-style questions
- Retrieval practice
- Short written activities
- Preparation for coursework

Assessment:

Students complete three components:

- **Component 1: Exploring Enterprises**
Internal coursework. Students investigate two contrasting enterprises, exploring characteristics, market research, customer needs and success factors.
Completed in December of Year 10.
- **Component 2: Planning for and Pitching an Enterprise Activity** Internal coursework. Students plan, pitch and review a micro-enterprise idea.

How parents can help their child:

Parents can support learning by:

- Encouraging regular review of class notes and revision materials
- Discussing real-world businesses, adverts, pricing and customer experiences
- Supporting completion of weekly home learning
- Helping students practice basic financial calculations
- Encouraging independent research into small enterprises

Term	Summary of work being covered	Knowledge, Understanding and skills assessed	How the work is assessed	Career Links
1	Component 1 – Exploring Enterprises (Learning Aim A). Students explore the features of small and medium enterprises, including ownership, purpose, aims, products/services, and the role of entrepreneurs.	• Characteristics of enterprises • Entrepreneurial skills and motivations • Market segments and customer needs • Internal and external factors influencing success	• Formative written tasks • Research notes • Drafts for Learning Aim A • Teacher-assessed checkpoints	Understanding enterprise roles supports pathways into entrepreneurship, retail, customer service, and business administration.
2	Component 1 – Exploring Enterprises (Learning Aim B & C). Students investigate how enterprises use market research, financial documents, promotional methods and customer service to meet needs and remain competitive.	• Primary and secondary research • Financial documents and statements • Promotional activities • Customer service methods • Factors contributing to enterprise success	• Completion of Component 1 coursework • Internal marking and standardisation • Final submission December Year 10	Links to roles in marketing, finance, and market research.
3	Component 3 – Promotion and Finance for Enterprise (Promotion). Students begin exam content, focusing on promotional methods, branding, target markets and the promotional mix.	• Aims of promotion • Advertising, sales promotion, personal selling • Branding and digital marketing • Selecting appropriate promotional strategies	• Exam-style questions • Mini case studies • Low-stakes quizzes	Relevant to careers in advertising, digital marketing and public relations.
4	Component 3 – Finance for Enterprise (Part 1). Students learn financial documents and statements used by enterprises.	• Sources of revenue and costs • Break-even analysis • Cash flow forecasting • Financial documents (invoices, statements, receipts)	• Structured calculation questions • Practice papers • Topic tests	Supports pathways into accounting, bookkeeping and financial administration.
5	Finance for Enterprise (Part 2) & Exam Preparation. Students consolidate financial knowledge and practise applying it to enterprise scenarios.	• Interpreting financial statements • Using financial data to make decisions • Full exam technique and timing	• Mock exam • Targeted revision tasks • Teacher feedforward	Links to roles in business analysis, operations and enterprise consultancy.
6	Component 2 – Planning for and Pitching an Enterprise Activity. Once the PSA is released, students begin planning their micro-enterprise idea, conducting research and preparing their pitch.	• Generating and selecting viable ideas • Market research • Financial planning • Pitch preparation	• Initial planning documents • Research notes • Practice pitch activities	Supports future roles in entrepreneurship, project management and business start-up support.