

# Vocational

## Statement of curriculum intent.

### Enterprise

#### KS4

- The BTEC Tech Award is an introduction to vocational learning. The Awards give learners the opportunity to build skills that show an aptitude for further learning both in the sector and more widely.
- All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. 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. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation and are transferable into all businesses. Study of this sector at Key Stage 4 will complement GCSE study through providing an opportunity for practical application alongside conceptual study. There are also strong opportunities for post-16 progression in this sector.
- The qualification covers 3 Components
- Component 1: Exploring Enterprises - Internal Assessment
- Component 2: Planning for and Pitching an Enterprise - Internal Assessment
- Component 3: Promotion and Finance for Enterprise – External Examination

#### Year 10

**In Component 1: Exploring Enterprises: Internal Assessment:** Exploring Enterprises students will have the opportunity to develop knowledge and understanding of 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. They will understand the importance of having a clear focus on the customer and the importance of meeting their needs. Enterprises can struggle if they do not carry out market research. It is important for students to develop relevant skills in market research and to analyse and be able to interpret their findings to support their understanding of customers and competitors. Students 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. They will discover how success can be monitored in an SME. This component will give students an understanding of the factors that contribute to a successful enterprise. They will develop transferable skills, such as research and data analysis, which will support their progression to Level 2 or 3 vocational or academic qualifications.

**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.**

## Year 11

**Component 2: Planning for and Pitching an Enterprise Activity: Internal Assessment:** To succeed as an entrepreneur or as an innovator in business, you need to have great ideas and be able to 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. An entrepreneur will also have to pitch their ideas just like Dragon Den to an audience in order to secure funding. In this component, students will use research to consider a number of ideas before developing a plan for a realistic micro-enterprise. They will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. Students will need to take responsibility for creating and then delivering a pitch for their developed idea to an audience using their knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. In the final part of the component students will use feedback to review their plan and pitch for the micro-enterprise activity, reflecting on their plan, pitch and the skills they demonstrated when pitching. This Component helps to develop planning and research, presentation, communication and self-reflection skills will help students to acquire skills for life and progress to Level 2 or Level 3 vocational and academic qualifications.

**Learning Aims:**

**A: Explore ideas and plan for a micro-enterprise activity**

**B: Pitch a micro-enterprise activity**

**C: Review own pitch for a micro-enterprise activity.**

**Component 3: Promotion and Finance for an Enterprise Activity: External Exam (2 hours):** In this component, students will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Students 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. They will consider the different elements of the promotions in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future. They will develop skills in analysing basic accounts and making decisions based on financial data.

**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**