

Enterprise



BTEC Level 2 Technical Award in Enterprise comprises three units:

What is the BTEC Level 2 Technical Award in Enterprise?

This qualification will equally suit students who may want to set up their own businesses in the future, those who will work for someone else, or those wishing to study a level 3 Business qualification. The main difference between the GCSE Business course and this one is the higher level of application - this is a more practical course.

Three units will be studied over the two year duration of the course:

Unit 1: Exploring Businesses

In this unit you will undertake research into a small or medium sized enterprise of your choice. You will look at business concepts such as ownership, market research and the internal and external factors that can affect enterprises. You will develop transferable skills such as research and data analysis to complete an internally assessed assignment.

Unit 2: Planning for and Pitching an Enterprise Activity

In this unit you will take on the role of an entrepreneur and select an idea for your own micro-enterprise. You will go through the process of planning this business and then pitch your idea to an audience in order to gain funding. Note: it is not a requirement that you actually set up the enterprise. This is an internally assessed assignment.

Unit 3: Promotion and Finance for Enterprise

In this unit you will explore the different promotional methods used by enterprises and the factors that influence how they identify and target their market. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise. This unit will be assessed by an external examination.

The study of the Btec Level 2 Technical Award in Enterprise can lead to the study of a range of Business subjects at A level or Advanced Specialist Qualification level.