

## **BTEC L2 Tech Award Enterprise – parent guide**

<b>Pass – Grade 4</b>	<b>Merit – Grade 5/6</b>	<b>Distinction-Grade 7/8</b>	<b>Distinction* - Grade 9</b>
Component 1	Exploring Enterprises		<b>30% final grade</b>
Component 2	Planning for and Pitching an Enterprise Activity		<b>30% final grade</b>
Component 3	Promotion and Finance for Enterprise 48 1/2 External		<b>40% final grade</b>

### **Component 1:**

#### **Exploring Enterprises**

**Learning aim A:** Examine the characteristics of enterprises

**Learning aim B:** Explore how market research helps enterprises meet customer needs and understand competitor behaviour

**Learning aim C:** Investigate the factors that contribute to the success of an enterprise

### **Component 2:**

#### **Planning for and Pitching an Enterprise Activity**

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

**Learning aim B:** Pitch a micro enterprise activity

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

### **Component 3:**

#### **Promotion and Finance for Enterprise**

**Content area A:** Promotion

**Content area B:** Financial Records

**Content area C:** Financial planning and forecasting

### **Exam - Component 3: Promotion and Finance for Enterprise**

Monday 1.2.21 – afternoon exam

2HRS

Marked out of 60 – so each mark should take 2 minutes

### **How you can help at home?**

Ensure your child has a working calculator in school

### **Revision websites**

BBC Bitesize

Tutor 2 U

You tube – 'taking the biz'

### **Exam spec can be found:**

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and-sample-assessment>

or google – BTEC TECH AWARD ENTERPRISE L2