



BTEC Tech Award in ENTERPRISE



GCSE (9-1)  
Business

**Business**

# Business GCSE



# What will I learn?

## Theme 1 - Investigating small business

Topic 1.1 Enterprise and entrepreneurship

Topic 1.2 Spotting a business opportunity

Topic 1.3 Putting a business idea into practice

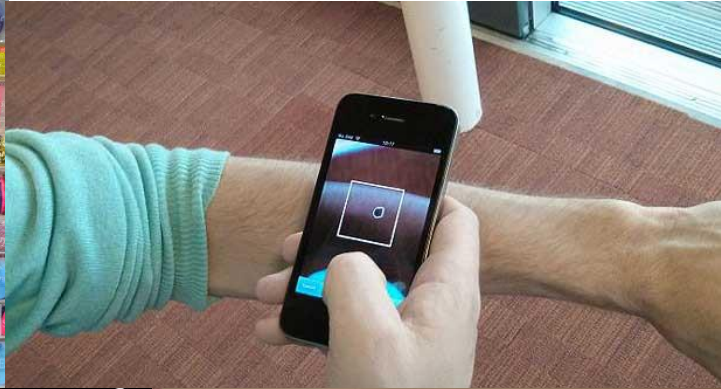
Topic 1.4 Making the business effective

Topic 1.5 Understanding external influences on business



# What will I learn?

## Theme 1 - Investigating small business



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# What will I learn?

## Theme 2 - Building a business

Topic 2.1 Growing the business

Topic 2.2 Making marketing decisions

Topic 2.3 Making operational decisions

Topic 2.4 Making financial decisions

Topic 2.5 Making human resource decisions



# What will I learn?

## Theme 2 - Building a business



# Assessment

<b>Theme 1 - Investigating small business</b>	<b>Theme 2 - Building a business</b>
50%	50%
One exam in May of final year	One exam in May of final year







# What can I do with my qualification?

- A Level Business
- Apprenticeships
- Enter the workplace
- Setting up your own business



# Questions



# Business BTEC



# Grading

Level	Qualification Grade	Equivalent grade (based on 2018)
Level 2	Distinction *	8.5
	Distinction	7
	Merit	5.5
	Pass	4
Level 1	Distinction	3
	Merit	2
	Pass	1

# Assessment

Component 1: Exploring Enterprises - **internal**

Component 2: Planning for and Presenting an Enterprise - **internal**

Component 3: Promotion and Finance for Enterprise - **external**



# What will I learn?

## Component 1: Exploring Enterprises

### **Learning Aim A**

Size and features of SMEs

Markets, sectors, models and industries in which enterprises operate

Aims and activities of enterprises

Skills and characteristics of entrepreneurs

### **Learning Aim B**

Market research methods

Understanding customer needs

Understanding competitor behaviour

Suitability of market research methods

### **Learning aim C**

PEST (Political, Economic, Social, Technological) analysis

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

# What will I learn?

## Component 2: Planning for and Presenting an Enterprise

### **Learning Aim A**

Choosing ideas for a micro-enterprise

Plan for a micro-enterprise

### **Learning Aim B**

Production of presentation

Delivery of presentation

### **Learning Aim C**

Review of presentation



# What will I learn?

## **Component 3: Marketing and Finance for an Enterprise**

### **Learning Aim A**

Targeting and segmenting the market

4Ps of the marketing mix

Factors influencing the choice of marketing mix

Trust, reputation and loyalty

### **Learning Aim B**

Financial documents

Payment methods

Revenue and costs

Financial statements

Profitability and Liquidity

### **Learning Aim C**

Budgeting

Cash Flow

Suggesting improvements to cash flow problems

Break-even point and break-even analysis  
Sources of business finance





# What can I do with my qualification?

- Further vocational courses
- Apprenticeships
- Entering the workplace



# Questions



# Which qualification?

## GCSE Business

- 100% Exam – heavy focus on revision
- Apply to given contexts – small and global
- Lots of independent work

## BTEC Enterprise

- 2/3 units are internal–**attendance** and time management is essential
- Apply to local enterprises and create own ideas
- Independent and team work