

Curriculum Information for Parents

Key Stage 4 Business Studies: BTEC Tech Award Level1/ Level 2 Enterprise

Learning Leader Contact Information		Phone: 01604 862125	Email: fran.landiers@ewsacademy.org.uk
Examination Board	Pearson	Specification Code	603/1916/1

Subject Content

During Component 1, students will:

- examine the characteristics of enterprises
- explore how market research helps enterprises meet customer needs and understand competitor behaviour
- investigate the factors that contribute to the success of an enterprise
- develop transferable skills, such as research, and data analysis in order to

During Component 2, students will:

- explore ideas and plan for a micro-enterprise activity
- pitch a micro-enterprise activity
- review their own pitch for a micro-enterprise activity
- develop their planning and research, presentation, communication and self-reflection skills.

During Component 3, students will:

- demonstrate knowledge and understanding of elements of promotion and financial records
- interpret and use promotional and financial information in relation to a given enterprise
- make connections between different factors influencing a given enterprise
- advise and provide recommendations to a given enterprise on ways to improve its performance.

Additional Equipment Needed

- Access to a computer as course resources will be available online through the school email and google drive
- Book for notes
- Assignment briefs will be issued for each internally assessed component

Assessment Details:

To be successful students will need to be able to:

- Manage time effectively and meet assignment deadlines
- Reflect and act upon feedback provided
- Apply subject knowledge to examination questions
- Be able to write clear, concise coursework with good spelling, punctuation and grammar

Component 1: Internally assessed assignment & moderated **30%** of the qualification

Component 2: Internally assessed assignment & moderated **30%** of the qualification

Component 3: Externally assessed task via a 2 hour examination where students use case study scenario information to create health and well-being plan **40%** of the qualification

All assessments are graded Pass, Merit, Distinction or Distinction* and with the exception of D* can be at Level 1 or Level 2

What can I do to support my child at home?

- Encourage students to carry out wider reading on topics covered in class, additional reading will be provided on Google Classroom
- Encourage students to watch/read the news and discuss any Business related stories with them
- Use the Pearson BTEC website to practice exam questions, utilise mark schemes and examiners report
- Be aware of homework and assignment deadlines (Go4schools and Google Classroom) and encourage students to meet them to avoid late submission of work
- Encourage students to learn key words and terminology from the course textbook which is available electronically thorough the school email and Google drive system
- Support by motivating students in meeting deadlines for assessments

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Recommended resources for the course:

Websites: www.mrmartin.moonfruit.com username: elizabeth, password: Woodville

Books: BTEC Tech Award Enterprise Student Book 2nd edition

Teaching Staff Contact Details

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Mrs Amy Blackwell	Teacher	amy.blackwell@ewsacademy.org.uk	01908 563468

Additional Information:

BTEC regulations - All work must be submitted at the deadline. If work does not meet requirements one extension 15 days from the submission date may be granted to improve work. If this does not meet requirement or the deadline is missed a new assignment will be issued where a maximum grade of a Pass can be awarded.