

SUBJECT INTENT STATEMENT

Almost all career pathways now involve an understanding of Enterprise(s). This is the sole reason students need to understand the wider aspects of Enterprise is so that they are able to keep up with the changing nature of business and industry because of the development of technology and government policies and practices. Students also should be able to think strategically in order to solve and produce solutions to problems they are presented with, with confidence. Enterprise is an important part of the business sector and plays a major role in the UK's global economic status. The role of entrepreneurs is to help create wealth for the nation and its citizens through the creation of enterprises that innovate and grow the economy. According to 2019 data, there are nearly six million such businesses in the UK, employing around 16.6 million people. Small and medium-sized enterprises (SMEs) account for 99.9% of the business population in the UK and account for 3/5 of the employment and around half of the turnover in the UK private sector, worth around £2.2 trillion.

The Pearson BTEC Level 1/Level 2 Tech Award in Enterprise is designed to turn learners into Entrepreneurs. It is a fantastic opportunity for learners who wish to acquire knowledge and skills through vocational contexts by studying the knowledge, behaviours and skills related to researching, to plan, pitch and review an enterprise ideas part of their Key Stage 4 learning. The qualification enables learners to develop their technical skills, such as market research skills, planning, promotional and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment. Learners will acquire knowledge, understanding and skills to underpin their practical activities in assessment, which will complement their GCSEs. The qualification will broaden their experience and understanding of the varied progression options available to them.

In Years 10 + 11, students who study the Enterprise curriculum will learn about many different aspects of Business including Financial Teams, Marketing Departments, Human/Physical Resources, Micro/Macro Economics and Governmental Involvement. They will think like an Entrepreneur, embedding the skills they have learned during Year 10 and applying them in Year 11, into their examined component. There are lots of opportunities for cross curricular links whilst learning about percentages, formulas and equations in Maths, Design of promotional materials in DT/Graphics, Legislation, Equal Opportunities, Stereotyping in LIFE/SMSC, Analysis, Evaluation and Justification in English, Environmental concerns and global divide in Science and Geography. Students will look at an array of topics such as the Business Environment, Marketing an Enterprise, Financing an Enterprise, Internal and External Impacts, Market Research Techniques and Planning and Pitching a Business Plan. This will develop students thinking so they become more independent and resilient learners.