BTEC Business and Enterprise at Wyedean School

Further and higher education

Employment

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Component 1: Exploring Enterprises

1.1 Examine the characteristics of enterprises

1.2 Explore how market research helps enterprises meet customer needs and understand competitor behaviour

1.3 Investigate the factors that contribute to the success of an enterprise

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Component 3: Promotion and Finance for Enterprise
EXTENAL ASSESSMENT

Learning Aim A Promotion

LAA Assessment

Learning Aim B Financial records

LAB Assessment

Final external assessment (Feb)

LAC Assessment

Learning Aim C Financial planning and forecasting

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Unit 1: Exploring Business

1.3 Examining Business Markets

1.2 The effects of the environment on a business

1.1: Features contributing to the success of contrasting businesses

1.4 The role of innovation and enterprise

Component 2: Planning for and Pitching an Enterprise Activity

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

Learning aim B: Pitch a micro-enterprise activity

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

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Unit 2: Developing a marketing campaign (External assessment)

Develop Marketing Theory and prepare for controlled assessment

Practise controlled assessments

Final external assessment (May)

Unit 3:Personal and Business Finance

Develop Personal and Business finance knowledge and exam skills

Complete past papers and revise

Final external assessment (Jan)

Unit 8: Recruitment and Selection Process

1.1 Examine how effective recruitment and selection contribute to business success

1.2 Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
Reflect on the recruitment and selection process and your individual performance.

Pearson Edexcel