

Welcome to Year 11 Enterprise Wellbeing & Progress Presentation

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Pearson | Edexcel

BTEC TECH in Enterprise Course

Component 3

Promotion and
finance for
Enterprise

2 HOUR EXAM

Year 10



Component 1

Exploring Enterprises
COURSEWORK
Year 10 & 11

Component 2

Planning for and running an
enterprise
COURSEWORK
Year 11

Currently completing

Year 11 Enterprise students are starting to work on:

Component 2

Planning for and Pitching an Enterprise Activity

Aim: explore ideas, plan and pitch a micro-enterprise activity to an audience, and use feedback to review their business plan.

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.



Vocational Scenario or Context

One way of exploring how enterprise works is to plan your own micro-enterprise activity. You have seen a competition advertised that involves planning and pitching a micro-enterprise activity and have decided to take part. The winner of the competition will become a weekend trader at the Open Market, Brighton.

The first stage of the competition requires you to develop a plan for a realistic micro-enterprise activity. You will later pitch your idea to potential investors and carry out a review on its success.

Students are given this is hypothetical scenario.

Year 11 Enterprise Students are currently writing an overview of their three ideas and their advantages and disadvantages for each idea

A.2P1

Describe three potential ideas for micro-enterprise activities obtained using market research.

BTEC TECH in Enterprise

Year 11 Assessment Plan 2020



VARNDEAN
SCHOOL

Unit No & Title	Learning Aim	Assessment Criteria	Hand Out Date	Hand In Date
Component 2: Planning for and Pitch an Enterprise activity	A Explore ideas and plan for a micro-enterprise activity	A.1P1, A.1P2, A.1M1, A.1M2, A.2P1, A.2P2, A.2M1, A.2D1	10/1/2022	07/2/2022
Component 2: Planning for and Pitch an Enterprise activity	B: Pitch a micro-enterprise activity	B.2 P3, B.2M3, B.2D2, B.1P3, B.1M3	7/3/2022	28/3/2022
Component 2: Planning for and Pitch an Enterprise activity	C: Review own pitch for a micro-enterprise activity.	C.1P4, C.1P5, C.1M4, C.1M5, C.2P4, C.2P5, C.2M3, C.2D3	9/5/2022	23/5/2022

The plan is complete the course before May
half term 2022.

Any students that DO-NOT complete the
course by then will be expected to attend all
enterprise lessons until they complete ALL
their coursework.

I will inform parents when students have
completed the course.

A successful Enterprise Student will:



1. Complete all coursework by the deadline set
2. Have a secure understanding of command words and key business terms
3. Regularly refer back to assignment brief
4. Use resources provided by teacher
5. Carry out independent research
6. Ensure they are constantly up to date with coursework and ask for help when you need it.