

# BTEC Tech in Enterprise



Do you want to know what it takes to run your own business and become an entrepreneur?

# What is it All About?

Firstly, an **enterprise** is simply another name for a business.

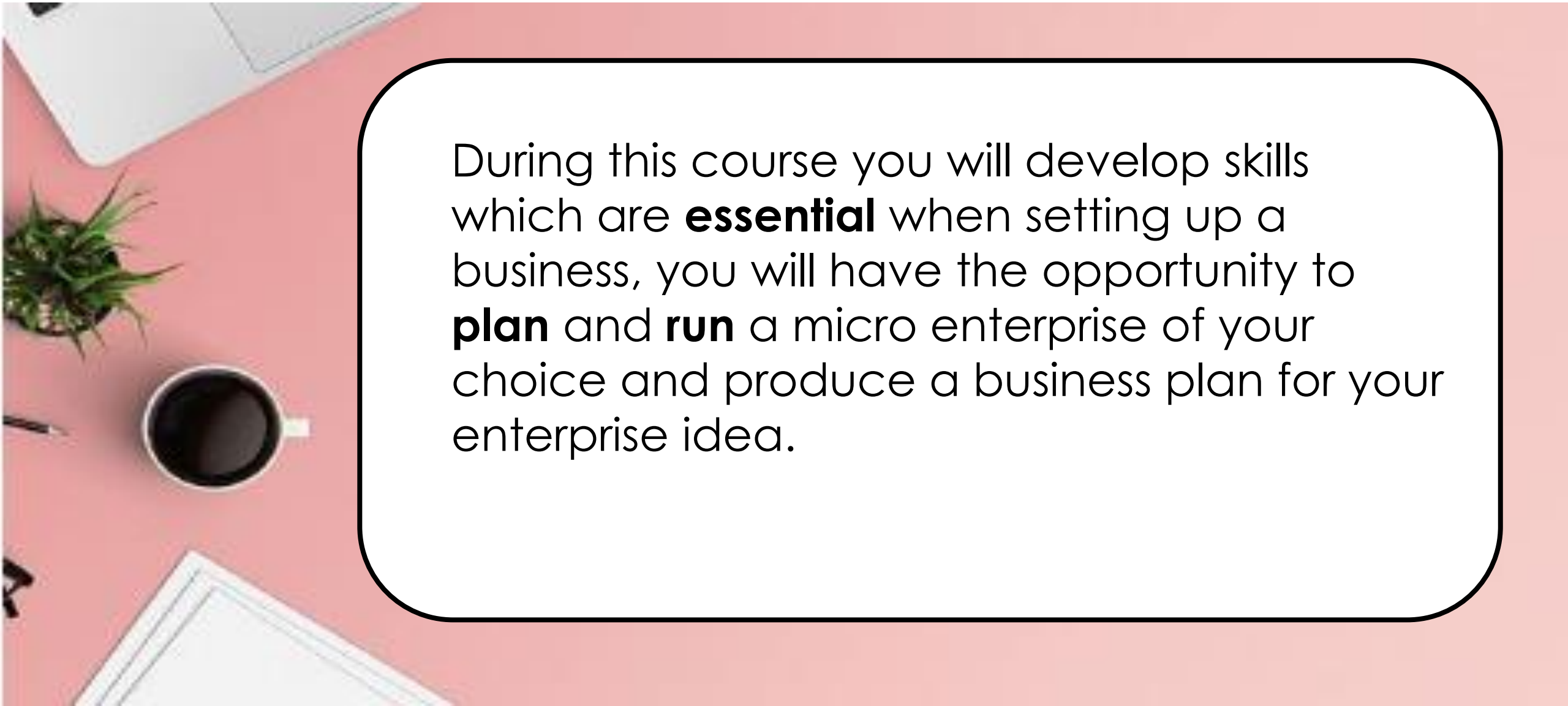
Secondly, and perhaps more importantly, the word **enterprise** describes the actions of someone who shows some **initiative** by taking a **risk** by **setting up, investing** in and **running** a business.

# What is it All About?

A top-down view of a desk with a laptop, a small potted plant, a cup of coffee, and some papers.

Enterprise is all about having **ideas**, taking an educated **risk** and turning your ideas into a successful **business venture**.

# What is it All About?

A top-down view of a desk with a pink surface. On the left, there is a silver laptop, a small green succulent in a black pot, a white mug filled with dark coffee, and a black pen. At the bottom, there are some white papers or a notebook.

During this course you will develop skills which are **essential** when setting up a business, you will have the opportunity to **plan** and **run** a micro enterprise of your choice and produce a business plan for your enterprise idea.

# Quotes from Successful Entrepreneurs

“You don’t have to be a genius or a visionary or even a college graduate to be successful. You just need a framework and a dream”



**Michael Dell**, American Billionaire, founder of Dell Technology

# Quotes from Successful Entrepreneurs

“ In order to be irreplaceable one must always be different”

“ Don't be like the rest of them darling”



**Coco Chanel**, French fashion Designer and entrepreneur.



# What Will I do?

- Generate **ideas** for a micro business idea
- Produce a **business plan** for a micro business idea
- Deliver a **sales pitch** on your business idea
- Understand how businesses **promote** their products and services
- Produce **promotional materials** for a business
- Develop **finance** skills needed to run a business.

# What Qualities Do I need?

- Be independent
- Not be afraid to give things a try and make mistakes
- Work well in teams.
- Be hard working
- Be prepared to work on coursework outside of lessons time.
- Don't give up on your ideas



# Course Content

- Component 1: Exploring Enterprise
- Component 2: Planning and Running an Enterprise
- Component 3: Promotion and Finance for Enterprise

# ➤ Component 1: Exploring Enterprise

A) Examine characteristics of enterprises.

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

C) What makes a business successful?

*Internally assessed through coursework (30%)*

## ➤ Component 2: Planning & Running An Enterprise

A) Explore ideas, plan and pitch for a micro enterprise activity.

B) Operate and review the success of a micro enterprise activity

*Internally assessed through coursework (30%)*

## ➤ Component 3: Promotion & Finance for Business

A) Promotion

B) Financial Records

C) Financial Planning and Forecast

*Externally assessed exam (40%)*

# Could you be a successful entrepreneur?

One day in the future you could be running your own successful business. You might be the star of the show on '**The Apprentice**' or '**Dragons Den**'





# What have we done in the past?

- Ran mini enterprises
- Christmas, Easter and Summer Fairs
- Enterprise competitions
- Finance competitions
- Guest speakers





# What could you study in the future?

- BTEC Business Level 3
- A level Business
- Employment
- Apprenticeships
- University (UK or abroad)

# Careers in Business Studies

Let's have a look at some of the career opportunities available to you in the world of Business.



# Office administrator

**The role:** Helping to ensure a business runs smoothly by meeting and greeting visitors, managing diaries and processing paperwork.

**Salary:** Earn £21k - £24k a year.



# Financial adviser

**The Role:** Helping people choose investments, savings, pensions, mortgages and insurances.

**The Salary:**  
Earn £30k-£45k  
a year.



# Sales Managers.

**The Role:** Coaching and leading a team of sale representatives to work towards a company target.

**The Salary:**  
Earn £35,000 - £40,000  
per year





# Business Analyst

**The Role:** They work with companies to help them change and identify ways of improving.



**The Salary:** £21k-£31k to start rising to £39k- £50 with experience.



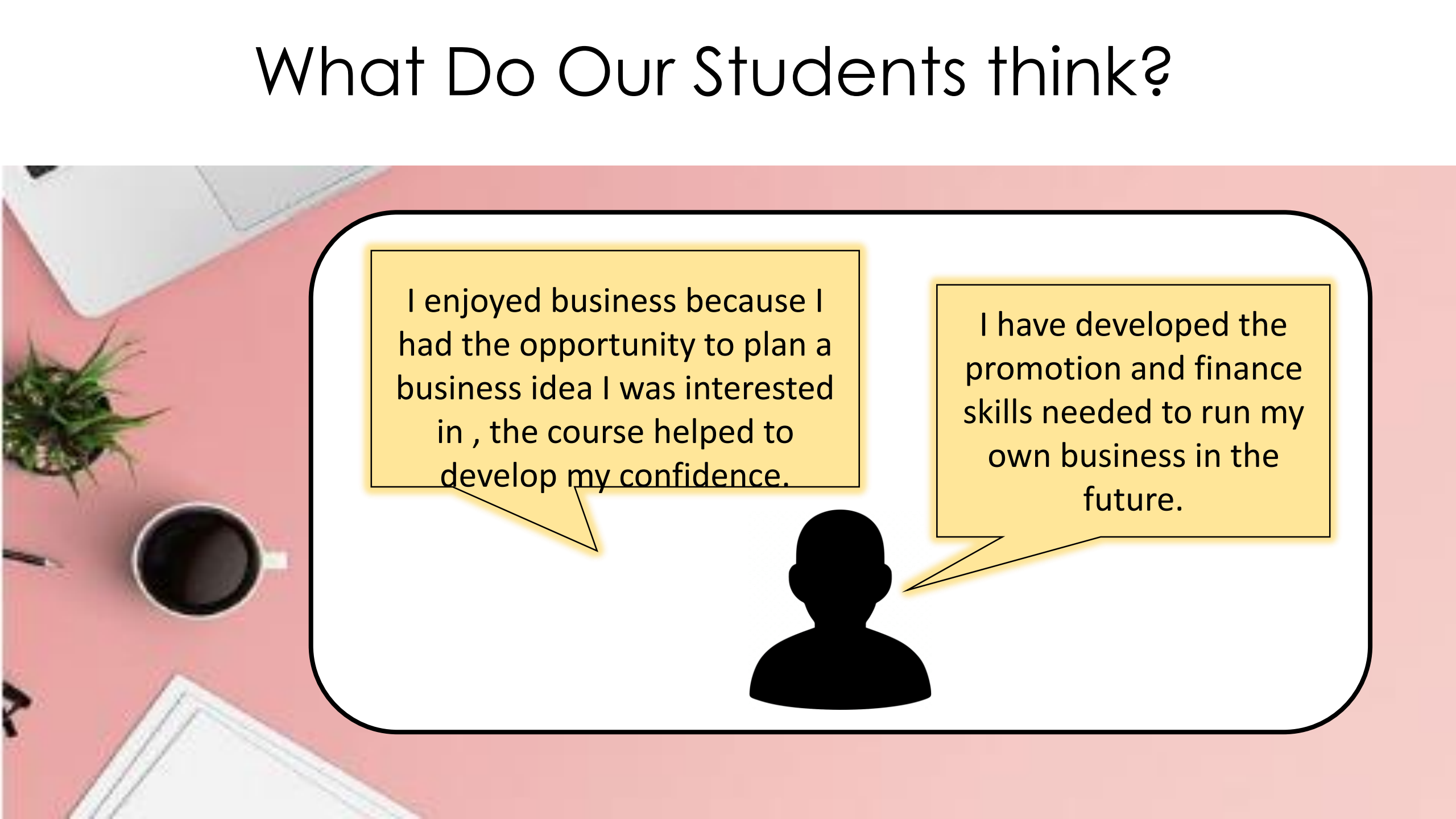
# Chief Executive Officer

**The Role:** Leading entire businesses ensuring that policies are planned and put into place to ensure the business is successful.

**The Salary:**  
£80k-£150k a year.



# What Do Our Students think?



I enjoyed business because I had the opportunity to plan a business idea I was interested in , the course helped to develop my confidence.

I have developed the promotion and finance skills needed to run my own business in the future.

# Next Steps.....

If you would like any more information about the course, or have any questions feel free to speak to

Mrs McKenzie ( room 188)