

BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE IN



# Enterprise and Entrepreneurship

Contact: Mr Robin Crewes  
Email: crewes@pocklingtonschool.com  
Course: National Extended Certificate in  
Enterprise and Entrepreneurship  
Exam Board: Edexcel

## WHY STUDY ENTERPRISE AND ENTREPRENEURSHIP?

Entrepreneurs are essential to our society because they build the economic engines that help our economy grow. They foster technological and social change, and their innovation and creativity forge our future. Through a combination of class work and enterprise projects students can learn and practise entrepreneurship in a real environment. Students will receive a thorough and practical understanding of the issues involved in both starting a business and fostering innovation in a corporate setting allowing them to progress into the business world or into higher education.

The Pearson BTEC National Extended Certificate in Enterprise and Entrepreneurship is an academic, practical and vocational course where you will learn by completing projects and assignments that are based on realistic workplace situations and activities in addition to a number of externally set tasks and exams. It is for students who aim to progress to higher education and ultimately to employment in the enterprise sector. The qualification is equivalent in size to one A Level.

## SUBJECT CONTENT:

The course is made up of 4 units which cover the broad range of the enterprise sector. Two of the units are assessed internally through the production of a portfolio of evidence. This evidence is generated through written assignments, presentations or practical work. Two of the units are assessed externally through an exam and set tasks.

It is expected that during the first year of the course students will set up and run a micro business at school which will

include additional hours outside of lesson time. This hands on experience will help provide evidence towards the qualification.

## COURSE ENTRY AND QUALIFICATIONS

A keen interest in the subject, including the willingness to work within the groups business outside of lesson time, is essential.

## BTEC LEVEL 3 AS A QUALIFICATION FOR FURTHER STUDY AND CAREER OPTIONS

When studied with other qualifications in the school's programme, students can progress onto higher education on a variety of courses or into Higher Apprenticeships in areas such as business administration, marketing, accounting, sales or enterprise. The qualification will also give students the skills to enter the self-employed market.

Throughout the course students develop transferable skills that employers and universities value including:

- cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology
- intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation
- interpersonal: self-management, adaptability and resilience, self-monitoring and development
- the ability to learn independently
- the ability to research actively and methodically
- being able to give presentations and being active group members

## COURSE OUTLINE

UNIT TITLES	CONTENT
Unit One: Enterprise and Entrepreneurship – Internally Assessed Portfolio	Students will study enterprise and the mindset of entrepreneurs, exploring the risks, opportunities and constraints of starting an enterprise.
Unit Two: Developing a Marketing Campaign – Externally Assessed Tasks	Students will gain skills relating to, and an understanding of, how a marketing campaign is developed.
Unit Three: Business and Personal Finance – Externally Assessed Exam	Students study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.
Unit Eight: Entrepreneurship and Intrapreneurship in practice – Internally Assessed Portfolio	Students study the characteristics of successful entrepreneurs and consider the strategies that can influence the development of intrapreneurship in an organisation.