



Head of Department :	Mrs W Ball	Exam Board :	Edexcel	Level:	BTEC Level 3
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BTEC Level 3 in Enterprise and Entrepreneurship (Diploma)

Course Outline

The BTEC course has restructured and now consists of nine (9) courses. It is a two (2) year course where students receive a Diploma worth two (2) A Levels

Unit 1: Enterprise and Entrepreneurs
Unit 2: Developing a Marketing Campaign
Unit 3: Personal and Business Finance
Unit 4: Launch and Run an Enterprise
Unit 5: Survival and Growth

Unit 6: Business Decision Making
Unit 7: Social Enterprise
Unit 8: Entrepreneurship and Intrapreneurship in Practice
Unit 9: Innovation and Enterprise

Assessments

The course is assessed in three (3) formats as follows:-

Written examination (externally assessed - Unit 3 – 17%)

Controlled assessment based on a pre-release case study (externally assessed - Units 2 & 6 – 30%)

Written report (internally assessed – all other units – 53%)

Opportunities

During the course, students will get the chance to apply for an interest free business loan from the Peter Jones Foundation, and compete in Tycoon in Schools. Students will trade for 8 weeks, and whatever profit they make, they can keep. This gives them the opportunity to experience what it is like to run a real business. Students will also be given the responsibility of running the book fair in school, as well as many other opportunities to get some real hands on business experience.