Pearson BTEC
Level 1/2 Tech Award in Enterprise Specification map

Component 1: Exploring Enterprises

Learning Outcome A: Understand how and why enterprises and entrepreneurs are successful

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
A1	Size and features of SMEs	✓							
A2	Sectors and business models in which enterprises operate	✓							
A3	Aims and activities of enterprises	✓							
A4	Skills and characteristics of entrepreneurs	✓							

Learning Outcome B: Understand customer needs and competitor behaviour through market research

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
B1	Market research methods		✓						
B2	Understanding customer needs		✓						
B3	Understanding competitor behaviour		✓						
B4	Suitability of market research methods		✓						

Learning Outcome C: Understand how the outcomes of situational analyses may affect enterprises

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
C1	PEST (Political, Economic, Social, Technological) analysis			✓					
C2	SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis			✓					

Component 2: Planning and Presenting a Micro-Enterprise Idea

Learning Outcome A: Choose an idea and produce a plan for a microenterprise idea

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
A1	Choosing ideas for a micro-enterprise				✓				
A2	Plan for a micro-enterprise				✓				

Learning Outcome B: Present a plan for the micro-enterprise idea to meet specific requirements

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
B1	Production of presentation					✓			
B2	Delivery of presentation					✓			

Learning Outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
C1	Review of presentation					✓			

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Component 3: Marketing and Finance for Enterprise

		C1 Pack A	C1 Pack B	C1 Pack C	C2 Pack A	C2 Pack B	C3 Pack A	C3 Pack B	C3 Pack C
Learning Outcome A: Marketing activities									
A1	Targeting and segmenting the market						✓		
A2	4Ps of the marketing mix						✓		
A3	Factors influencing the choice of marketing methods						✓		
A4	Trust, reputation and loyalty						✓		
Learning Outcome B: Financial documents and statements									
B1	Financial documents							✓	
B2	Payment methods							✓	
B3	Revenue and costs							✓	
B4	Financial statements							✓	
B5	Profitability and liquidity							✓	
Learning Outcome C: Financial planning and forecasting									
C1	Budgeting								✓
C2	Cash flow								✓
C3	Suggesting improvements to cash flow problems								✓
C4	Break-even point and break-even analysis								✓
C5	Sources of business finance								✓