

BTEC Award in...

# Preparing for Enterprise

This course is an opportunity to explore the range of skills, techniques, personal qualities and attributes essential for successful performance in working life. This applies equally to those who are considering working for an employer in any business sector or taking a step further and thinking about setting up and running their own business.

The qualification consists of 90 guided learning hours. It is a varied programme involving tuition from an experienced Business Tutor and group and individual assignments. The learner will be required to produce evidence for assessment based as far as possible on a practical basis by using presentations, written plans, research details and guided discussions.

The group will study the following modules:

**Preparing for business** – main outcomes will be to understand:-

- The benefits of starting a business
- The learner's own strengths and weaknesses, experience and skills
- How to plan personal contribution to a business
- How to plan personal financial need

**Preparing to start and run your business** – main outcomes will be to understand:-

- How to design a business plan
- The main ideas on starting a business
- The main ideas on running a business
- How to research available advice and support

**Planning for marketing and sales** – main outcomes will be to understand:-

- Basic market research
- Potential customers and how to reach and retain them
- Product or service pricing
- Promotion of a service or product

Successful achievement will qualify for an Edexcel Level 2 BTEC Award in Preparing for Enterprise

