

BTEC LEVEL 1/LEVEL 2 TECH AWARD IN ENTERPRISE
Component 1: Exploring Enterprises (Internal)

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim A: Examine the characteristics of enterprises				
A.1P1 Identify the purpose, activities and aims of two contrasting local enterprises.	A.1M1 Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.	A.2P1 Compare the purpose, activities and aims of two contrasting local enterprises.	A.2M1 Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.	A.2D1 Assess how successful a selected local enterprise has been in achieving its main purpose.
A.1P2 Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.	A.1M2 Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.	A.2P2 Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise.		
Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour				
B.1P3 Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	B.1M3 Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	B.2P3 Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.	B.2M2 Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.	B.2D2 Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.

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Learning aim C: Investigate the factors that contribute to the success of an enterprise				
C.1P4 Identify some ways in which internal factors are important for business success.	C.1M4 Outline ways in which internal factors are important for business success.	C.2P4 Explain ways in which internal factors are important for business success.	C.2M3 Analyse how the internal and external factors determine the success of a selected enterprise.	C.2D3 Evaluate the most significant internal and external factors currently affecting a selected enterprise.
C.1P5 Identify some ways in which external factors are important for business success.	C.1M5 Outline ways in which external factors are important for business success.	C.2P5 Explain ways in which external factors are important for business success.		

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Component 2: Planning for and pitching an Enterprise Activity (Internal)

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim A: Explore ideas and plan for a micro-enterprise activity				
A.1P1 Identify three potential ideas for micro-enterprise activities, using market research.	A.1M1 Outline three potential ideas for micro-enterprise activities, using market research.	A.2P1 Describe three potential ideas for micro-enterprise activities obtained using market research.	A.2M1 Prepare a detailed, well-structured realistic plan for a final micro-enterprise activity, giving detailed reasons for choice of idea supported by individual research.	A.2D1 Prepare a comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research.
A.1P2 Prepare an outline plan for a final micro-enterprise activity.	A.1M2 Prepare an outline plan for a final micro-enterprise activity, giving some reasons for choice of final idea	A.2P2 Prepare a realistic plan for a final micro-enterprise activity, fully explaining reasons for choice of final idea.		
Learning aim B: Pitch a micro-enterprise activity				
B.1P3 Deliver a pitch of the outline plan, demonstrating communication and presentation skills.	B.1M3 Deliver a pitch of the outline plan, demonstrating appropriate communication and presentation skills.	B.2P3 Deliver a pitch of the plan, demonstrating a range of appropriate communication and presentation skills.	B.2M2 Deliver a confident pitch of the plan to an audience, demonstrating good communication and presentation skills.	B.2D2 Deliver an effective pitch of the plan to an audience, demonstrating excellent communication and presentational skills.

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Learning aim C: Review own pitch for a micro-enterprise activity				
C.1P4 Identify the elements of the business plan that contributed to success of the pitch.	C.1M4 Outline the elements of the business plan that contributed to the success of the pitch.	C.2P4 Describe the elements of the business plan that contributed to the success of the pitch.	C.2M3 Analyse the success of the plan and pitch, giving detailed examples, and suggesting improvements	C.2D3 Evaluate the success of the plan and pitch, and recommend how improvements to the plan and pitch could be made.
C.1P5 Identify own skills demonstrated in the pitch.	C.1M5 Outline in detail own skills demonstrated in the pitch.	C.2P5 Review the success of the pitch, using examples to reference own skills, and suggest improvements.		

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Component 3: Promotion and Finance (External)

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Learners demonstrate basic knowledge of the elements of promotion and financial records.	Learners demonstrate knowledge and understanding of the elements of promotion and financial records and apply them in context.	Learners demonstrate a high level of knowledge and understanding of the elements of promotion and financial records and apply them in context.
They can make basic observations about given information and can identify different promotional and financial factors that have positive or negative impacts.	They are able to interpret given information to explain factors that could potentially affect the performance of an enterprise, including the impact of specific factors such as information from cash flow forecasts and statements.	They demonstrate a high level of ability to interpret given information and can explain, in detail, the factors that could potentially affect the success of an enterprise, and how different promotional and financial factors have positive and negative impacts.
They demonstrate a basic ability to interpret information to identify factors that could potentially affect the performance of an enterprise, such as relevant information from cash flow forecasts and statements.	They can explain how different factors have positive or negative impacts.	Learners can produce clear recommendations for success, with clear, realistic and convincing justifications.
Learners are able to make basic recommendations for success.	Learners can produce some realistic recommendations for success.	