Pearson
BTEC

BTEC Tech Awards

Assessment adaptation guidance

Extended for the academic year 2021/2022

Pearson BTEC L1/2 Tech Award in Enterprise

Outline Summary for Pearson BTEC L1/2 Tech Award in Enterprise				
Component	**Internal/ external assessment**	**Learning Aim**	**Stated assessment evidence**	**Adaptations to assessment evidence**
1: Exploring Enterprises (36GLH/30%)	Internal	A	Case studies of **two enterprises focusing into one** for higher grades	**One** enterprise case study
		B	**Two** market research case studies	**One** market research case study
		C	Investigate the factors that contribute to the success of an enterprise.	No adaptation
2: Planning and Pitching and Enterprise Activity (36GLH/30%)	Internal	A	Explore ideas and plan for a micro-enterprise activity	No adaptation
		B	Pitch a micro-enterprise activity	No adaptation
		C	Review own pitch for a micro-enterprise activity	Summative assessment of this Learning Aim C is not required

Component 1
Exploring Enterprises (36GLH/30%)
Internally assessed

Learning Aim A:	There is a stated requirement for learners to look at and compare two enterprises to examine the characteristics for LA: A. This is narrowed from identify (A.1P1), outline (A.1M1) and compare (A.2P1) two enterprises to Analyse (A.2M1) and Assess (A.2D1) a single selected enterprise.
	The requirement to look at two enterprises for Level 1 criteria and Level 2 Pass criteria is removed and **reduced to one enterprise**. The learner's choice of which enterprise to research is important so that it provides sufficient content and information.
	As all content is still to be taught, learners may look at SMEs with up to 250 staff as detailed in A2 of the specification for assessment purposes. Micro and small enterprises should still be studied in the teaching and learning phase to provide sufficiently broad coverage.
	The need for an enterprise to be local has been removed from the assessment criteria in Component 1 to allow learners to use secondary research and mitigate against regional variations of access to local enterprise.
	For A.1P2, A.1M2 and A.2P2, the need to look at the characteristics of an entrepreneur will also be **reduced to a single enterprise**.
	For 2020-2021 and 2021-2022 only,, the assessment criteria have been adapted as follows: A.1P1 Identify the purpose, activities and aims of **one selected enterprise**.
	A.1P2 Identify entrepreneurial characteristics and skills demonstrated in **the selected enterprise**.
	A.1M1 Outline in detail how the activities and aims meet the purpose of **one selected enterprise**.
	A.1M2 Outline how entrepreneurial characteristics and skills support the purpose **of the selected enterprise**.

	A.2P1 Describe the purpose, activities and aims of **one selected enterprise**.

A.2P2 Describe the entrepreneurial characteristics and skills demonstrated in **the selected enterprise.**

A.2M1 Analyse how entrepreneurial characteristics and skills support the purpose of **one selected enterprise**.

A.2D1 Assess how successful **one selected enterprise** has been in achieving its main purpose. |
| **Learning Aim B:** | For Learning Aim B, all criteria except for B.2D2 are to be adapted to examine market research of **a single enterprise**. This would be supported by the range of content being taught and the learner choosing a suitable larger enterprise in Learning Aim A for the summative assessment of this learning aim.

Learners should still have the opportunity to understand the use and effectiveness of different types of market research, which is also required for the synoptic external assessment of Component 3.

For 2020-2021 and 2021-2022 only,, the assessment criteria have been adapted as follows:
B.1P3 Identify how **one selected enterprise** uses market research to meet customer needs and understand competitor behaviour.

B.1M3 Outline how **one selected enterprise** uses market research to meet customer needs and understand competitor behaviour.

B.2P3 Explain how **one selected enterprise** uses 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 **one selected enterprise.**

B 2.D2 Assess the effectiveness the market research methods used to meet customer needs and understand competitor behaviour in **one selected enterprise.** |
| **Learning Aim C:** | No adaptation |

Component 2 **Planning for and Pitching an Enterprise Activity (36GLH/30%)** Internally assessed	
Learning Aim A:	Learning Aim A requires learners to generate three ideas, refine and develop a plan for one. No adaptation.
Learning Aim B:	Learning Aim B requires a pitch which does not have to be to a live audience so therefore there is an opportunity to save time if the pitch was recorded. This could then be shared for feedback. No adaptation.
Learning Aim C:	**The summative assessment of Learning Aim C is not required but may be completed if the centre prefers.** Learning Aim C is a review of the pitch/presentation. Whilst all of the skills are important in Component 2, it is likely that learners will naturally process and reflect on whether their pitch went well or not and to remove the summative assessment of this Learning Aim C provides clarity and reduces the assessment burden for learners and centres. The skills in Learning Aim C are not required for the external and synoptic Component 3. Centres could decide that learners do review their pitch but it would not need to be formally assessed. This may greatly benefit centres in terms of time if they are delivering this after the February sitting of Component 3. It would therefore be the last part of the Tech Award to be assessed and an earlier end to the programme may be the most natural cut off allowing centres more time to focus on any resits of the Summer Component 3 paper.