

# BTEC BUSINESS AND ENTERPRISE



Unit 6 Principles  
of Management

Unit 5  
International  
Business

Unit 4 Managing  
an Event

Year  
13

Unit 14 Investigating Customer  
Service

Cash Flow

Balance Sheets

Break Even

Ratios

Unit 8 Recruitment and Selection  
Process

Unit 2 Developing  
a Marketing  
Campaign

UNIT 1: EXPLORING BUSINESS

The Economy

BTEC Level 3 National Extended Certificate/  
Diploma in Business

Year  
12

Unit 3 Personal and Business Finance

Component 3: promotion and  
finance for enterprise

Review own pitch for a micro-  
enterprise activity

Pitch a micro-enterprise activity



Year  
11

Explore ideas and plan for a  
micro-enterprise activity

Component 2: planning for and  
pitching an enterprise activity

What is an enterprise?

Types and characteristics of SMEs

Factors that contribute to the  
success of an enterprise

## BTEC Tech Award in ENTERPRISE

Year  
10

C1 - Component 1: Exploring  
Enterprises

Examine the characteristics of  
enterprises

Investigate the factors that  
contribute to the success of an  
enterprise

Explore how market research  
helps enterprises to meet  
customer needs and understand  
competitor behaviour

