Enterprise Curriculum Intent

The BTEC Tech Award in Enterprise empowers students to develop the knowledge, skills and confidence needed to understand how enterprises are created, developed and operated in the real world. Students explore the characteristics of successful entrepreneurs, investigate how enterprises identify and meet customer needs, and understand the factors that influence business success. Through practical learning and real-world examples, students develop an understanding of enterprise, innovation and the decisions made by business owners.

The BTEC Tech Award in Enterprise makes a distinctive contribution to Hodgson Academy's curriculum by developing students' research, analytical, problem-solving and decision-making skills. Students investigate local, national and global enterprises, analysing how different factors influence business performance and evaluating the suitability of enterprise ideas. They learn to justify decisions using evidence, consider risks and opportunities, and apply their knowledge to realistic business scenarios. These transferable skills prepare students for further study, apprenticeships and future employment while encouraging creativity, resilience and independent thinking.

The curriculum is knowledge-rich, skills-focused and carefully sequenced to build understanding over time in line with the Pearson BTEC specification. Students begin by exploring the characteristics of enterprises and entrepreneurs before developing their understanding of market research, customer needs and business planning. They then apply this knowledge by planning and pitching an enterprise idea before progressing to the externally assessed component, where they explore business finance, marketing, customer service and the factors affecting business success. Throughout the course, students regularly engage with real businesses and current enterprise examples, enabling them to connect classroom learning with the wider world.

Students develop a broad range of transferable skills including communication, teamwork, presentation, research, report writing, financial interpretation, numeracy and digital literacy. They learn to collect and interpret information, analyse data, evaluate business decisions and present justified recommendations using appropriate business terminology. The course places a strong emphasis on applying knowledge to vocational contexts, encouraging students to become reflective learners who can confidently solve problems and make informed decisions.

Excellence for Every Learner is achieved through high expectations, ambitious curriculum design and inclusive learning opportunities. Practical, engaging and accessible learning experiences ensure that every student, regardless of their starting point, can develop the knowledge, skills and confidence needed to succeed. By combining academic understanding with vocational application, the curriculum prepares students for progression into further education, apprenticeships and employment while inspiring entrepreneurial thinking and a lifelong understanding of enterprise and the world of work.