Level 3 BTEC Enterprise

new year 12 summer pack

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Introduction

Welcome to Level 3 BTEC Enterprise and Entrepreneurship at Wilmslow High School.

This pack has been put together to help you prepare for your studies next year, it contains elements from the first unit of study called Enterprise and Entrepreneurs. In this project-based unit you will be investigating a successful entrepreneur you know (Learning aims A and B) and developing your own ideas for a NEW enterprise (Learning aims C & D).

How to use this pack

The pack has been divided into weekly tasks and each week you will receive a reminder on Firefly to complete the tasks for that week

We would like you to keep a scrapbook of evidence of completed tasks – this can be a folder containing A4 paper or a repurposed exercise book. You do not need to do any of the tasks on a computer. Research tasks (where required) can be completed on a mobile.

Your scrapbook will be collected in during your first lesson in September

There is a checklist of evidence required at the end of each weekly task. When you have finished the task:

* take a photo of your scrapbook,
* upload the evidence to the to the Firefly task
* tick it off as the ‘Completed?’ for that week on Firefly.

Recommended Reading and Watching

# Websites:

## Good for business theory:

• Tutor2u - [www.tutor2u.net](http://www.tutor2u.net/)

• BeeBusinessBee – [www.beebusinessbee.co.uk](http://www.beebusinessbee.co.uk/)

• Taking the Biz – <https://www.youtube.com/channel/UCIlJ4pk3uzyWoeoBkGs0hxQ/featured>

• Learn Marketing - [www.learnmarketing.net](http://www.learnmarketing.net/)

## Good for business in the news:

• BBC News (business section) - <http://www.bbc.co.uk/news/business>

• The Guardian (business section) – [www.guardian.co.uk/business](http://www.guardian.co.uk/business)

• The Telegraph (business section) – [www.telegraph.co.uk/business](http://www.telegraph.co.uk/business/)

• The Independent (business section) - [www.independent.co.uk/news/business](http://www.independent.co.uk/news/business)

Week 1: Finding an entrepreneur

## Focus this week – learning aim A: why an entrepreneur has been successful

## Task 1a

What is enterprise? / What is an entrepreneur?

Without using the Internet or other sources write down (in no more than 4 lines) what you think the answer is to the above question (s)

## Task 1b

Now do some research and find the actual definitions. Write down what you think are the best definitions (hint: they should include the words risk, ideas and profit)

## Task 1c

RAG rate your definition from 1a based on what you’ve found in 1b with green for “I pretty much nailed it” to red for “Uh oh!”)

## Task 2

Now you know what an entrepreneur is…

Select a successful entrepreneur, someone you know well, (perhaps a parent, family friend or neighbour) and use the questions below to provide some background information about your chosen entrepreneur.

**It must be someone you know well as you will have to ask them questions on more than one occasion**

* Name of the entrepreneur
* Name of the business
* What does the business sell? Or what service does it provide?
* How long has the entrepreneur had this business?
* Who is the product or service aimed at? (this is called the target market)
* Why is the product or service successful? (Is the product/service unique in some way? Is there a lot of competition? How has the entrepreneur survived and thrived?
* Why did the entrepreneur start the enterprise? What was their motivation for starting? For example, spotting a gap in the market, to pursue a hobby or interest, to be in control of their own destiny, lifestyle, social enterprise etc.
* How many staff does the entrepreneur employ and what hours do they work?
* Why does the entrepreneur employ staff?
* What roles and responsibilities are there for staff?
* Where is the enterprise located and why?

It’s up to you how to present the information in task 2 – mindmap(s), detailed Q and A, tables, bullet point etc. but it must contain as much detail as possible (this will make it easier to write up your report later)

**Week 1 scrapbook evidence required:**

* Photo showing answers to Qs in task 1
* Photo showing answers to research Qs in task 2

## How did you compare on task 1?

*Definition of an entrepreneur*

*“a person who sets up a business or businesses, taking on financial risks in the hope of profit.”*

*“a person who starts a business and is willing to risk loss in order to make money” or “one who organizes, manages, and assumes the risks of a business or enterprise.” ... If there's no real business or risk, you're not an***entrepreneur***.*

**On this course we learn that those who take the biggest risks generally gain the highest rewards. But we also learn that for every successful entrepreneur there are several others who have failed. There are very few overnight success stories when it comes to new businesses being set up.**

**All successful modern enterprises started with ideas, visions and the motivation to succeed in spite of the difficulties faced. What characterises the successful ones is often the refusal to take ‘no’ for an answer when faced with obstacles and barriers along with the personal and entrepreneurial skills to overcome these.**

Week 2: Sources of Finance

## Focus this week – learning aim C: the opportunities and constraints for enterprises

This week you’ll be thinking about what’s involved in setting up your own enterprise. One major hurdle that all businesses have to overcome is finding appropriate sources of finance

## Task 1

Draw up a mindmap of all the things that both new and existing enterprises may need finance for e.g. to purchase machinery

## Task 2

In no more than 2 lines answer the question “What is the difference between internal and external sources of finance?

## Task 3

You will look at lots of different sources of finance in September (and many such as loans and overdrafts will be familiar if you’ve done GCSE business). Some however will be new to you – or you may not be sure **exactly** what they are. Find out what the following sources of finance are and write a brief description of each:

* Business angels
* Crowd funding
* Venture capital
* Peer to peer lending

## Task 4

Copy and complete the table below. You will need to do some research using the sources listed at the beginning of this booklet

|  |
| --- |
| **Internal Sources** |
| **Source** | **Advantage** | **Disadvantage** |
| Owners funds |  |  |
| Friends and family |  |  |
| Business partners |  |  |
| **External Sources** |
| **Source** | **Advantage** | **Disadvantage** |
| Business angels |  |  |
| Crowd funding |  |  |
| Equity funding (selling shares) |  |  |
| Bank Loan |  |  |
| Government Grant |  |  |

**Week 2 scrapbook evidence required:**

* Photo of mindmap from task 1
* Photo(s) showing evidence you have completed tasks 2-4

Week 3: Risk and Reward 1

## Focus this week – learning aim A: why an entrepreneur has been successful

This week the focus shifts back to existing entrepreneur you are investigating. You are trying to find out two things:

* How they anticipate and overcome risk (task 1 and 2)
* Their attitude to risk

## Task 1

Businesses face different types of risk. Carry out research and write down definitions/descriptions for the following types of risk

* strategic risk
* compliance risk
* financial risk)
* operational risk

Add the following examples to your descriptions

* new competitors entering the market (strategic risk)
* new regulations causing you to have to change your practises? (Compliance risk)
* non-payment by customers or increased charges on a business loan (financial risk)
* breakdown of vital equipment, theft of key equipment, failure to obtain supplies, a struggle to attract skilled employees (operational risk)

It’s up to you how to present this information – mindmap(s), detailed Q and A, tables, bullet point etc. but it must contain as much detail as possible (this will make it easier to write up your report later)

## Task 2

Now, ask your entrepreneur about some of the specific risks **they** face (or have faced) in their business, **what the potential consequences of not anticipating/overcoming the risk is** and how they overcame it. Try to prompt them for at least one risk of each type although more than one is better

You might find it useful to put this information in a table? I’ve done an example for a sandwich shop

|  |  |  |  |
| --- | --- | --- | --- |
| Risk | Type | Consequences | How overcome |
| Need to have high hygiene standards to ensure that customers don’t get food poisoning | Compliance Risk | Could be sued by customers if they become illImpact on reputationCan be shut down by food standards agency | All staff trained in food hygiene good practice.Written hygiene policy.Named person every shift responsible for implementing hygiene policy. |

## Task 3

Ask your entrepreneur to sum up **their attitude to risk** and write down their response. You may need to prompt them to get enough information. This is a VERY important statement as it will form part of your merit level assessment criteria

**Week 3 scrapbook evidence required:**

* Photo of mindmap or notes from task 1
* Photo of table from task 2
* Photo of written stamen for task 2

Week 3 covers the following pass and merit assessment criteria for learning aim A

**P2 Explain, using examples, why it is important for entrepreneurs to consider the risks facing an enterprise**

**M1 Analyse how the skills and attributes of a chosen entrepreneur, and, their attitude to risk, has contributed to the success of their enterprise**

Week 4: External Influences

## Focus this week – learning aim C: the opportunities and constraints for enterprises

This week you’ll be thinking about what’s involved in setting up your own enterprise. One major influence on all businesses is **the external environment** it operates in.

One way that an enterprise can prepare itself for opportunities and threats that the external environment leads to is by carrying out a PESTLE analysis.

## Task 1

Use the info on the link below to create a mindmap showing what is included in a PESTLE analysis

<https://www.tutor2u.net/business/reference/what-is-pest-analysis>

e..g the branch for Political should have sub branches for Competition Policy, regulation, tax & spending, policy and incentives etc.

## Task 2

Using the information gathered in task 1 write one PESTLE statement for each letter in the acronym for new start up. You will adapt this in September for your specific business idea.

You could present this in a table (I’ve given you an example to get started)

|  |  |
| --- | --- |
| P |  |
| Economic | Interest rates are at a record low rate. If the business needs to borrow money to start up it wont need to repay as much in the future |
| S |  |
| T |  |
| L |  |
| E |  |

## Task 3

Try to give three examples of PESTLE factors that may have negative rather than positive impacts on the enterprise – you can add these to your table for task 2

**Week 4 scrapbook evidence required:**

* Photo of task 1 mindmap
* Photo of task 2 (and task 3) table

Week 5: Skills & Mindset

## Focus this week – learning aim A: why an entrepreneur has been successful

This week the focus shifts back to existing entrepreneur you are investigating. You are trying to find out two things:

* How their skills have contributed to the success of their enterprise
* How their mindset has contributed to the success of their enterprise

You will need to ask your entrepreneur more questions this week.

## Task 1

Even people who have worked in or studied business for a long time sometimes find it difficult to describe the difference between a skill and a mindset.

Visit this page

<https://www.learningtoleap.co.uk/mindsets-skills/>

Now write **two** paragraphs of about **150 words each** describing the difference between skills and mindset. Make sure you include examples in each paragraph.

## Task 2

Which of the following **mindsets** does your entrepreneur have? Pick a selection\* and give a specific example of how this mindset has helped them be successful.

|  |  |
| --- | --- |
| * Creativity
* Confidence
* Positivity
* Passion
* Motivation
* Initiative
* Self-belief
* Discipline
* Drive
 | * Adaptability & flexibility
* Intuitiveness
* Persuasion
* Imagination
* Desire to succeed & grow
* Vision
* Capacity to inspire
* Focus
 |

\*Selection = a minimum of 5

For each mindset chosen write a sentence that includes the mindset, and example of where it was (or still is) important and what the consequences are. Below is an example of the type of sentence you should be writing

“Jayne has had to remain focused so that she is able to devote the necessary time to the success of the business and not be distracted by outside influences and events. Because she has a young family it is sometimes tempting to neglect the business in order to spend more time with her children. However, Jayne realises that her business is at a crucial stage so she has had to remain focused on its development by working long hours and not being distracted. If she didn’t do this there is a chance she would neglect important tasks that needed to be completed and the business might fail”

**Week 5 scrapbook evidence required:**

* Photo of 2 x 150 word paragraphs in task 1
* Photo of detailed notes on a minimum of 5 mindsets

Week 5 contributes towards the following distinction assessment criteria for learning aim A

**D1 Evaluate the importance of the skills and mindset of the entrepreneur to the success of the enterprise**

The skills part is covered later