# Business and enterprise resources overarching guide

# Overarching guide

**Topic coverage**

(▶) = an introductory video is provided          (🖊) = includes an online interactive tool

| Theme | Subject area | Resource name |
|---|---|---|
| **Personal business and enterprise skills** (▶) | Skills for entrepreneurs | 1. Enterprise mindsets and skills for entrepreneurs |
| | | 2. Teamwork and networking for entrepreneurs |
| | Leadership and negotiation for entrepreneurs | 3. Leadership for entrepreneurs |
| | | 4. Negotiation skills for entrepreneurs |
| | Communication and pitching skills for entrepreneurs | 5. Communication skills for entrepreneurs |
| | | 6. Pitching for entrepreneurs |
| **Business models and finance** (▶) | Business strategies and models | 7. Business models for enterprise |
| | | 8. Business strategies for enterprise |
| | Raising finance | 9. Funding for startups and scaleups (🖊) |
| | | 10. Valuing startups and scaleups (🖊) |
| | Strategic decisions for entrepreneurs | 11. Strategic analysis for entrepreneurs (🖊) |
| | | 12. Product costing and pricing (🖊) |
| **Operations and business development** (▶) | Business development in engineering | 13. Risk and failure in enterprise |
| | | 14. Scaling and growth for enterprise (🖊) |
| | Marketing for engineers | 15. Branding in engineering |
| | | 16. Engaging customers through content marketing |
| | Managing engineering operations | 17. Managing customers in engineering |
| | | 18. Managing suppliers in engineering (🖊) |

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## What are these materials and which qualifications do they support?

We've created eighteen resources, each of which includes theory sheets with short questions, a case study task, learner answers, and practitioner delivery notes, to support the delivery of selected components of the business and enterprise topics within level 3 engineering and manufacturing-related qualifications. The supported qualifications include Level 3 BTEC courses in engineering and manufacturing, and the new T Level in engineering and manufacturing.

## Why have they been produced?

Learners need to understand that they will apply their engineering knowledge and skills in wider business and economic environments. These resources help learners appreciate the relevance and benefits of including a strong foundation of business and enterprise in their development as engineers. We specifically hope that they may encourage learners to one day consider becoming entrepreneurs themselves, with the assistance of one of the Academy's regional enterprise hubs.

If you are an engineering tutor, the resources will help you deliver these business and enterprise topics with confidence; if you are a business tutor, the materials will help you explore each concept in realistic engineering contexts that engage learners.

## What does each resource include?

The resources are organised into three themes, each with an introductory video that sets the scene:

| | |
|---|---|
| **Personal business and enterprise skills** | Building an enterprise mindset and the skills and personal qualities that underpin enterprise and a successful engineering career. |
| **Business models and finance** | Creating an effective business with a compelling offer for both customers and potential investors. |
| **Operations and business development** | Operational tasks and decisions that create a strong foundation for profitable growth. |

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Each resource includes:

| | |
|---|---|
| **3 pages theory and short questions** | These introduce each concept and include explanations, definitions, and diagrams that place each business or enterprise concept in an engineering context. Short-form questions reinforce learners' understanding and help them reflect. |
| **1 page case study** | A fictional case study set in an established engineering company or new startup introduces a scenario and challenges learners to apply the theory and suggest a suitable business or enterprise solution. |
| **2–3 pages learner answers** | Model answers are provided for both the short theory questions and case studies. Where the resource features an online interactive tool, additional open-ended questions encourage further use of the tool. |
| **2 pages practitioner delivery guide** | A brief practitioner guide introduces the resource and provides suggested learning outcomes and ideas for using each theory sheet. |

Six resources also include online interactive tools that help learners unpack a key concept in the theory sheets or explore possible solutions to a case study task.

## Do the materials provide complete topic coverage?

Each resource provides about 60 minutes of learning time that will complement practitioners' own lesson materials and schemes of work.

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