

# Purpose Statement

<b>Name of regulated qualification</b>	
<b>QN: 603/0482/0</b>	<b>Title: Pearson BTEC Level 2 Technical Certificate in Business Enterprise (240GLH)</b>

## What is Business Enterprise?

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth and to ensure that businesses survive in this fast changing world. Having enterprising skills can equip you to be a real asset to an organisation, as well as giving you the basis on which to develop your entrepreneurial skills for running your own enterprise in the future. Enterprise is a key government focus and is set to form an important part of the UK's global economic status both now and in the future.

Enterprise skills give you a fantastic progression pathway into a number of roles throughout an organisation, and the skills you can develop are transferable into all businesses.

## Who is this qualification for?

This qualification is for you if you want to start a career in business. It is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification if you are intending to progress directly to employment within a business, or to level 3 technical qualification or an apprenticeship.

## What does the qualification cover?

This qualification has been developed in consultation with employers within the business enterprise sector to ensure you to learn the skills and behaviours that will give you the best opportunity to be successful when applying for work.

All the content of the qualification is mandatory and relates directly to the skills, knowledge and behaviours expected by employers in this sector. The areas you cover include:

- enterprise and entrepreneurship
- marketing

- business planning
- pitching an enterprise idea.

You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication (working with colleagues, employers and clients), and research and project work (providing you with an opportunity to demonstrate your reflective practice by suggesting alternative approaches to a problem).

As part of your course, you will be required to engage with sector employers, where opportunities will be given for you to develop practical skills in preparation for employment.

### **What could this qualification lead to?**

Achieving this qualification will give you an advantage when applying for a job in business, or when starting your own business. The types of role you will be ready for are:

- marketing research assistant
- business development advisor
- junior business account assistant.

When studied as part of a full study programme, typically alongside maths and English, this qualification also gives you a sound basis to progress further within the business sector to a level 3 technical qualification.

### **Who supports this qualification?**

This qualification is supported by the following professional bodies:

- CIPD (Chartered Institute of Personnel and Development)
- CIPS (Chartered Institute of Procurement and Supply)

This qualification is supported by the following employers:

- British Gas
- BT
- C&T Restaurants Ltd (McDonald's Franchisee)
- Jessops
- Nielson
- RPMC

### **Further information**

Further information about the qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-technicals/business-enterprise.html>