

Statement of Purpose

600/0171/4 - Pearson BTEC Level 1/Level 2 First Diploma in Business

Who is the qualification for?

This qualification is intended as a Substantial Vocational Qualification at level 2 designed for post-16 students working at that level. It represents 480 guided learning hours.

It is designed for students who have chosen to focus their learning and career development within the Business sector and who are looking for an engaging and stimulating qualification which prepares them for progression directly into employment and/or into further study. Its size allows students to study particular specialisms in depth.

What does this qualification cover?

All the content of the qualification, mandatory and optional, relates directly to the skills, knowledge and understanding needed to work in the business sector.

The qualification consists of six compulsory units which provide the underpinning knowledge and practical skills to support students' progression to work within the sector.

- Unit 1, 'Enterprise in the Business World' provides students with the opportunity to explore the opportunities for a business start-up in their local area;
- Unit 2, 'Finance for Business' which provides the underpinning knowledge around the generation of revenue from sales, costs from the use of inputs and the importance of both cash and profit to business success;
- Unit 3, 'Promoting a Brand', helps students to understand the importance of promotional activities and messaging and how a business promote its brand image;
- Unit 9, 'Principles of Marketing', focuses on the needs of the customer and how these needs can be met. This allows the learners to investigate different markets and understand how businesses adapt their marketing activities according to the markets they operate in;
- Unit 18, 'Small Business Planning' builds on the four compulsory units above and requires students to develop a viable business plan and be able to pitch it to an audience of potential investors;
- Unit 19, 'Introducing Project Management', requires students to manage a project using the tools and processes they have studied in the unit.

Students then choose up to six optional units which provide a closer focus within the Business sector, supporting progression into a more specialised level 3 technical course or into employment. The optional units cover key areas including sales and customer service, business administration, retail, accounting, logistics, human resources, law and e-business.

Through this, students develop the knowledge and practical skills required for a range of roles in the Business sector and apply it in employment-related contexts, while enabling them also to acquire a valuable range of transferable and work related skills.

The qualification offers students opportunities to develop project management skills which are very much in demand by employers; they can learn how to put together and then present a business plan; develop their team-working skills; and enhance their customer service and selling skills.

Communication skills are developed throughout the units, and learners can also enhance their broader skills in ICT, while numeracy skills are developed in compulsory Unit 2 where learners construct and interpret forecasts and accounts.

If the qualification is studied alongside a level 2 qualification in English and/or Maths, it will provide numerous opportunities to develop relevant skills and knowledge.

What could this qualification lead to?

The business sector is very diverse in both the size of the organisations involved, and the range of job roles they provide. Many large organisations will be looking to recruit people into fairly specific roles, while smaller ones may be looking for someone who can fulfil a number of roles.

Achievement of this qualification at level 2 would mean students are fully prepared to progress to a BTEC Advanced Apprenticeship and a Business Skills qualification. The qualification will have allowed learners to gain a thorough understanding of a business functions which will serve them well on a level 3 programme where they may choose to specialise.

Optional retail units (Unit 6 and 17) and the sales and customer-related units (Units 5 and 20) will ensure students are fully equipped for progression into the Retail sector where they might combine employment with a BTEC Advanced Apprenticeship in Retail.

Optional Units 28 and 29 have been endorsed by The Chartered Institute of Purchasing & Supply (CIPS) and students who complete these units are awarded the internationally-recognised CIPS Certificate in Procurement and Supply Operations. This will provide them with a route into a career in supply chain management.

Optional Units 7 and 27 equip students with office administration skills which might lead to employment as an Office Junior and further study via an Advanced Apprenticeship in Business Administration.

Achievement of the qualification at level 2 also supports progression to further study of Tech Level qualifications. For example students who take optional Unit 23 (Planning, Forecasting and Recording Business Finances) will build on the knowledge gained in Unit 2 and be prepared to progress onto to an AAT programme which might be followed alongside employment as an Accounts Clerk, while those who have taken Unit 12 (Introducing Law and Consumer Rights) could take this aspect further with study of the BTEC Level 3 Subsidiary Diploma in Law.

This qualification is part of a larger suite of BTEC Business qualifications

The BTEC Level 1/Level 2 First Diploma, is 480 GLH, and broadly equivalent to four GCSEs. The BTEC Level 1/Level 2 First Extended Certificate at 360 GLH is also available

The double-sized units (60 GLH) which form part of the Diploma mean there is a focus on depth rather than breadth. Students might choose the BTEC Level 1/Level 2 Diploma rather than the BTEC Level 1/Level 2 Extended Certificate because it provides opportunities for specialisation which will enable students to focus on particular interests and the skill-sets required for particular job-roles.

The BTEC Level 1/Level 2 First Award and Certificate have been designed for 14-16 year olds and are intended for delivery within a broad curriculum offer. These qualifications are not intended for post-16 students.

Who supports this qualification?

This qualification is supported by the following employers and professional bodies:

- The Chartered Management Institute

- C&T Restaurants Ltd
- Clifford French Ltd
- Hospitality House
- RPMC
- Rugby League Learning

Further information

Further information on the qualification can be accessed at
<http://qualifications.pearson.com/en/qualifications/btec-firsts/business-2012-nqf.html>.