

Statement of Purpose

600/6312/9 - Pearson BTEC Level 1/Level 2 First Extended Certificate in Business

Who is the qualification for?

This level 2 qualification is 360 guided learning hours (equivalent in size to three GCSEs) and is aimed at students aged 16 plus who are working at this level and want to progress to a career within business. Students can progress to employment either directly into an entry level role or via a business-related apprenticeship.

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.

All students will cover the compulsory areas:

- Unit 1, 'Enterprise in the Business World', which provides students with an opportunity to explore opportunities for a business start-up;
- Unit 2, 'Finance for Business', which enables students to engage with generating sales revenue, business costs and the importance of both cash and profit to business success;
- Unit 9, 'Principles of Marketing', which requires students to investigate different markets and understand how businesses adapt their marketing activities according to the markets they operate in.

Students then choose a further eight or nine sector-specific optional units designed to enhance their breadth of understanding of the business sector. The optional units cover key business areas including sales and customer service; business administration; retail; accounting; human resources; business law; e-business.

Students will apply their knowledge and understanding in a practical context. They also have the opportunity to undertake relevant work experience which will improve their employability within the sector and help inform their career choices.

What could this qualification lead to?

Achievement of this qualification at level 2 will provide the student with the knowledge, skills and understanding to gain employment directly in an entry-level role or through an apprenticeship within the business sector.

Job roles and progression to employment include:

- **Business administration assistant** - in an office in any sector
- **Retail assistant** - dealing with retail operations within the food, fashion, technology or other retail organisations of all sizes
- **Customer service assistant** - in a variety of face to face, telephone or on-line situations for any sector business
- **Marketing assistant** – working on basic marketing projects including market research and social media marketing
- **Finance assistant** – working in a finance, banking or accounting organisation
- **Apprenticeships** - opportunities include business administration; marketing; human resources; accounting; retail.

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

The BTEC Level 1/Level 2 First Extended Certificate is 360 GLH and broadly equivalent in size to three GCSEs. This qualification would suit those students who want to progress directly into employment or an apprenticeship. Achievement of mathematics and English qualifications at level 2 may be necessary to support progression into work.

The BTEC Level 1/Level 2 First Diploma, at 480 GLH, allows students to select additional optional units for greater breadth of study and to open up additional opportunities to further study at level 3 which could in turn provide access to Higher Education courses in business, marketing, enterprise and management.

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>.