

Statement of Purpose

501/0339/8 - Pearson BTEC Level 2 Diploma in Floristry (QCF)

Who is the qualification for?

This qualification is intended as a Technical Certificate at level 2 designed for post-16 students working at that level. It represents 60 credits and has 360 guided learning hours.

It is designed for students who have chosen to focus their learning and career development within the floristry industry and who are looking for an engaging and stimulating qualification which prepares them for progression directly into employment and/or into further study. It includes compulsory work experience and covers the main specialisms within the world of floristry and floral design.

What does this qualification cover?

The qualification consists of a core of two mandatory units, which makes up 33% of the qualification, and a further choice (from 10) of optional units which makes up the remainder. The compulsory units provide the underpinning knowledge and practical skills to prepare students to work with flowers and plants. Unit 1 – *'Undertake Work Related Experience in the Land-based Industries'* provides students with the opportunity to know and understand the industry from a practical perspective, supported by Unit 2 – *'Environmental and Land-based Business'* which provides the practical skills and business knowledge essential for employment in a sector dominated by small businesses and requiring multi-skilled recruits.

The optional units cover key areas relevant to those working within the floristry sector specifically a wide range of the practical floristry skills sought by industry recruiters. They enable students to focus on a specialism within the industry and cover a wide range of the principal disciplines that are associated with key areas for employment within the sector, including, for example, identifying the main use of flowers and foliage in floral design, the principles of basic floristry techniques, and delivering a retail service in floristry.

This qualification enables students to acquire a valuable range of practical, work related skills in the floristry sector, requiring them to develop and apply their knowledge in specific industry-related contexts. Examples include preparing and constructing floral arrangements for weddings, funerals and other special events, maintaining the condition of plants and planted designs, and managing flowers and plants in a retail environment.

Students will also enhance their broader skills in literacy and numeracy, which will be invaluable in support of progression to employment and/or to further level 3 studies.

In addition, students will develop transferable technical and practical skills in communication (working with colleagues, customers and clients), and research and project work (providing an opportunity to demonstrate reflective practice by suggesting alternative approaches to a problem).

What could this qualification lead to?

This qualification provides a sound basis for students to progress further in the floristry industry - to a level 3 Technical Level qualification in Floristry, to an apprenticeship, or direct entry to employment. Ambitious students are well prepared for a range of occupations within the industry, including florist, floral designer and retail floral manager within a retail floristry shop or internet business.

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

Pearson BTEC Level 2 First Diploma in Floristry has 360 guided learning hours (GLH).

The Pearson BTEC Level 2 First Diploma in Floristry is designed for post-16 students and provides a specialist work-related focus on the floristry sector. This qualification prepares students for employment in the floristry sector. It includes a mandatory work-related experience unit not included within the smallest size.

Pearson also offers a BTEC Level 2 First Extended Certificate in Floristry which has 180 GLH. This forms a broad introduction to the Floristry sector and may form part of the student's study programme. For example, it could be taken alongside subjects such as English, mathematics, science, business, etc.

(Pearson also offers a BTEC First Certificate in Floristry, which has 90 GLH and is predominantly designed for pre-16 students.)

All sizes of the qualification provide progression to Level 3 study programmes, apprenticeships and entry into a specialist area of employment.

Who supports this qualification?

This qualification is supported by the British Florist Association.

The support letter from this organisation is available at the following link:
<http://qualifications.pearson.com/en/qualifications/btec-firsts/floristry-2010-qcf.html>.

Further information

Further information on the qualification can also be accessed at
<http://qualifications.pearson.com/en/qualifications/btec-firsts/floristry-2010-qcf.html>.