

Statement of Purpose

500/6746/1 – Pearson BTEC Level 3 Extended Diploma in Business (QCF)

The UK is the 6th largest economy in the world, consisting of micro, small, medium and large businesses and organisations operating across the private, public and third sectors and employing 29.7 million people. The CBI's Education and Skills Survey 2013 revealed self-management, business and customer awareness, team-working and problem-solving as key attributes that employers look for in potential employees. As the UK's economy rebalances following the financial crash of 2008 and businesses adapt to the disruption and opportunities presented by emerging technologies, there are many opportunities for entrepreneurs and employees with a sound understanding of finance, marketing, sales and management.

The Pearson BTEC Level 3 Extended Diploma (1080 GLH) in Business is part of a larger suite of Business qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in business at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

Within this suite, the Pearson BTEC Level 3 Extended Diploma in Business (1080 GLH) is primarily an Applied General qualification, equivalent in size to three A levels, which has been designed as a full two-year programme of study, enabling learners to develop a substantial common core of knowledge, including the business environment and marketing. The qualification also allows learners the maximum opportunity to study in more depth a full range of option areas of their choice from a broad bank of 42 optional units including:

- Unit 8: Accounting Systems
- Unit 11: Relationship Marketing
- Unit 14: Aspects of Employment Law
- Unit 18: Managing a Business Event
- Unit 21: Aspects of Contract and Business Law
- Unit 26: Managing Business Information
- Unit 37: Understanding Business Ethics
- Unit 46: Supply Chain Organisation.

As part of this the learner may choose to study all of the units within one of nine specialist pathways e.g. accountancy, marketing, human resources, logistics, law, administration if they wish to study a particular area in more depth. The Pearson BTEC Level 3 Extended Diploma in Business is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council for the business sector, Skills CFA. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Extended Diploma in Business. This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study. A significant proportion of recruitment in this sector is at graduate level.

The Pearson BTEC Level 3 Extended Diploma in Business also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully

meeting entry requirements for most courses. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>

In addition, a number of universities have individually confirmed that this Pearson BTEC Level 3 Extended Diploma in Business fulfils their entry requirements, either on its own or when achieved alongside other qualifications.