

## Statement of Purpose

### 500/6747/3 – Pearson BTEC Level 3 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 Diploma (720 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 Diploma (720 GLH) is primarily an Applied General qualification, equivalent in size to two A levels**, which has been designed to occupy two-thirds of a full-time curriculum, enabling learners to develop a significant common core of knowledge, including the business environment and marketing. The qualification also allows learners to choose one of nine different specialist pathways e.g. accountancy, marketing, human resources, covering 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 46: Supply Chain Organisation

This provides extensive opportunity to study a particular area of business in more depth (see pages 14-15 in the specification). The Diploma allows time in the curriculum to study other qualifications alongside it, for example GCE AS Level in Global Development for learners interested in gaining a broader perspective on global business opportunities. It can be studied part time by learners in schools, colleges and other training provider organisations. Its size makes it appropriate as the core component of a Technical Baccalaureate programme, allowing time in the curriculum for the study and completion of the other mandatory components.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector, Skills CFA. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 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 Diploma in Business also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond when taken alongside other qualifications appropriate for the desired course of study. 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 Diploma in Business fulfils their entry requirements when achieved alongside other qualifications.