

## Statement of Purpose

### 500/6748/5 – Pearson BTEC Level 3 Certificate 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 Certificate (180 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 Certificate in Business (180 GLH) is primarily an Applied General qualification, equivalent in size to an AS level,** which is designed to be taken alongside one or more substantial qualifications within a 16–19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary common core of knowledge in the sector through mandatory content. This common core covers the content, such as the business environment and business resources, that is regarded as most important by employers. It is therefore particularly appropriate for those with an interest in progressing to a career in a business-related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as a Pearson BTEC Level 3 Subsidiary Diploma in Creative Media Production, a language A Level such as German or Spanish, or a Pearson BTEC Level 3 Diploma in IT. It is also appropriate for those aged 16 who are ready to start an element of level 3 vocational study while completing aspects of their level 2 programme.

The qualification was designed in collaboration with industry, so has the specific support of the Sector Skills Council (SSC) for the sector, Skills CFA. The Pearson BTEC Level 3 Certificate in Business supports entry to a variety of HE courses in this sector and beyond, when taken in conjunction with other qualifications. This is confirmed by the specific support of a range of universities. In addition, the qualification carries UCAS points – see details published on the Pearson website here:

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