

Purpose Statement

Name of regulated qualification

QAN: 601/7155/8

Title: Pearson BTEC Level 3 National Certificate in Business (180 GLH)

Overview

The business sector

There are many different career paths for those who wish to work within the business sector. These include management, HR, finance, marketing and business information management to name but a few, with the opportunity to work both in the UK and internationally.

Who is this qualification for?

The Pearson BTEC National Certificate in Business is intended to be an Applied General qualification for post-16 students wanting to continue their education through applied learning, and who aim to progress to higher education and ultimately to employment, possibly in the business sector. The qualification is equivalent in size to 0.5 of an A level and aims to provide an introduction to study of the business sector, normally alongside other level 3 qualifications. Students wishing to take this BTEC will have successfully completed a level 2 programme of learning with GCSEs or vocational qualifications.

What does the qualification cover?

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. In addition, employers and professional bodies have been involved and consulted in order to confirm that the content is also appropriate for and consistent with current practice for students planning to enter employment directly in the business sector.

Everyone taking this qualification will study two mandatory units, both of which must be passed in order for the qualification to be awarded. They are:

- Exploring the Business Environment
- Developing a Marketing Campaign

What could this qualification lead to?

Will the qualification support progression to further learning, if so, what to?

Students who have completed this qualification may progress to further learning at level 3, for example, a larger size BTEC National in the Business sector.

In addition to the business sector-specific content, the requirements of the qualification will introduce students to the transferable and higher-order skills that are highly regarded by both HE and employers. For example, when studying the Developing a Marketing Campaign unit, students will explore different stages in the process that a business goes through when developing its campaign, and develop their own campaign for a given product/service. They will learn the importance of relevant, valid and appropriate research in relation to the needs and wants of customers, and use given market research

data and other information to make recommendations about the type of marketing campaign that a business should undertake; all of which support some of the skills that students need to progress into higher education, employment, self-employment or training.

The qualification is intended to carry UCAS points and is recognised by HE providers as contributing to meeting admission requirements to many relevant courses, if taken alongside other level 3 qualifications as part of a programme of learning. Students will be able to choose a wide range of degree programmes to progress to, depending on the other qualifications they have taken. Progression can be direct to an honours degree or to a BTEC Higher National, Foundation Degree, or onto a Higher Apprenticeship.

Students should always check the entry requirements for degree programmes at specific HE providers.

Will the qualification lead to employment, if so, in which job role and at which level?

This qualification, when studied with other level 3 qualifications, is designed primarily to support progression to employment after further study at university. It can also support progression into apprenticeships programmes in many sectors, depending on the other qualifications being studied alongside.

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should the student choose this one?

The **Pearson BTEC Level 3 National Certificate in Business** is the smallest qualification in the suite of BTEC Nationals in Business, equivalent in size to 0.5 of an A level. It is for students who would like an element of business in a study programme that has a range of qualifications in other areas.

The suite also includes the following qualifications:

The **Pearson BTEC Level 3 National Extended Certificate in Business** is equivalent in size to 1 A level. It is for students interested in learning about the sector alongside other fields of study, with a view to progressing to a wide range of HE courses, but not necessarily in business.

The **Pearson BTEC Level 3 National Foundation Diploma in Business** is equivalent in size to 1.5 A levels and is for students looking for a one-year course of full-time study, or alongside another area of study that contrasts or complements the Business Foundation Diploma over a two-year full-time study programme.

The **Pearson BTEC Level 3 National Diploma in Business** is equivalent in size to 2 A levels. It typically makes up two-thirds of a two-year 16–19 study programme, and is taken alongside other qualifications. The additional qualification(s) studied allow students either to give breadth to their study, by choosing a contrasting subject, or to give their studies more focus by choosing a complementary subject.

The **Pearson BTEC Level 3 National Extended Diploma in Business** is the largest qualification in the suite of BTEC Nationals in Business and is equivalent in size to three A Levels. It is best suited to students who want to progress to higher education programmes prior to employment, probably in the business sector.

The **Pearson BTEC Level 3 National Diploma in Retail** is designed as a Tech Level qualification equivalent in size to 2 A levels. It is an ideal qualification for students who want to progress to a career within the retail sector and gives them essential knowledge understanding and skills to be able to apply for roles within the sector, either directly, or via higher education.

For more detail of the other qualifications listed here, and the different progression opportunities they particularly support, please refer to their statements of purpose.

This qualification is supported by the following organisations

Higher education

The University of Manchester
University of Exeter
University of East Anglia
University of Huddersfield
University of Chichester
Kingston University
Southampton Solent University
University College Birmingham
University of the West of England
Harper Adams University

Professional and trade bodies

CIPS (Chartered Institute of Procurement and Supply)
Chartered Institute of Personnel and Development (CIPD)
CMI (Chartered Management Institute)

Employers

John Lewis
Barclays Bank
Lloyds Commercial Banking
The Co-operative Group
Peter Jones Foundation
Footwork First
Let's Talk Shop
Saracens RFU
RPMC
Nielsen
Waltham Estates