

Purpose Statement

Name of regulated qualification	
QAN: 601/7157/1	Title: BTEC Level 3 National Diploma in Business (720 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, with the opportunity to work both in the UK and internationally.

Who is this qualification for?

The Pearson BTEC National Diploma 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, probably in the business sector. The qualification is equivalent in size to 2 A levels, and it has been designed as a full two-year programme, normally alongside a further level 3 qualification. 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.

The qualification gives students the knowledge, understanding and skills that underpin the business sector to prepare them for further study or training at a higher level. This includes the opportunity for students to choose two units from a selection of options, to supplement the mandatory units that reflect the key topics within business.

Everyone taking this qualification will study six mandatory units. They are:

- Developing a Marketing Campaign
- Personal and Business Finance
- Principles of Management
- Exploring the Business Environment
- Managing an Event
- International Business

Optional units have been designed to support progression to the range of sector-related courses in HE, and to link with relevant occupational areas. They cover content areas such as:

- human resources
- accounting
- marketing
- law.

In addition, the qualification includes an optional work experience unit which enables all students to benefit from practical experience of the sector.

What this qualification could lead to?

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

In addition to the business sector-specific content, the requirements of the qualification mean the student develops the transferable and higher order skills that are highly regarded by HE and employers.

For example, the study of principles of management requires students to research and provide evidence to support proposed management solutions, and then to evaluate and justify their propositions, basing their responses on different case scenarios. This activity requires the application of the higher-order skills of evaluation, reflection and justification. International Business is a mandatory unit in this qualification for students to study how UK businesses develop strategies to trade globally, and consider the factors that influence the implementation of these strategies, which supports the skills 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 on its own as meeting admission requirements to many relevant business courses, onto Foundation degrees and BTEC HNDs, for example:

- FdA Marketing with Events Management
- FdA Business
- FdA Business, Communications and Management
- HND Business and Management.

When studied with other qualifications within the study programme, students can progress into higher education on combined courses, for example:

- BA (Hons) in Business with French (or other languages), if taken with A Level French
- BSc in Business and Computer Science, if taken with Computing/IT BTEC Extended Certificate or A Level
- BSc in Business and Economics, if taken with A Level Economics or Maths
- BSc in Business and International Politics, if taken with Government and Politics A Level

- BA in Accounting with Finance, if taken with A Level Maths.

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 is designed primarily to support progression to employment after further study at university. However, it also supports students who choose to progress directly to employment, as the transferable knowledge, understanding and skills will give successful students an advantage in applying for a range of entry level roles, or 'school leaver' industry training programmes and Higher Apprenticeships in areas such as business administration, marketing, accounting, sales or enterprise. Accompanying subjects that could support the successful progression into these Higher Apprenticeships could be A Level Maths or Accounting, Pearson BTEC Certificate Level 3 in Customer Services, BTEC Extended Certificate Level 3 in Enterprise and Entrepreneurship, A Level English Language.

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 Diploma in Business** is the second largest qualification in the suite of BTEC Nationals in Business and is equivalent in size to 2 A levels. It is an ideal qualification to take where business is the main interest of the student, and in order to progress to an FdA, FSc or HND, or alternatively, a full degree, if taken with another level 3 qualification.

The suite also includes the following qualifications:

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 **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 Extended Diploma in Business** is the largest qualification in the suite of BTEC Nationals in Business and is equivalent in size to 3 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 **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 Sheffield
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