

## Statement of Purpose

### 500/6246/3 – Pearson BTEC Level 3 Diploma in Enterprise and Entrepreneurship (QCF)

With 60% of companies in the UK being SMEs (accounting for 50% of the country's revenue), there has been a significant focus in recent years within industry and government on the potential impact of enterprise and entrepreneurship on the economy, with David Cameron saying in a recent speech: *'It is by backing our entrepreneurs and championing small business that we can drive forward and grow the economy, and equip this country for the highly competitive era we are in'*. Organizations like the Peter Jones Foundation, the Gazelle Group of Colleges and Global Entrepreneurship Week have developed approaches to business with enterprise and entrepreneurship at their heart to help foster a new generation of social and commercial entrepreneurs who can add value to communities, bring innovation to existing businesses and create their own employment with confidence and ambition.

The Pearson BTEC Level 3 Diploma (720 GLH) in Enterprise and Entrepreneurship is part of a larger suite of Enterprise and Entrepreneurship qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in a variety of industry sectors at the appropriate level, or to start their own business. 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 business planning and pitching, launching your business vision, operating your business, and leadership and teamwork, and providing extensive opportunity to study in more depth a range of option areas of their choice, such as:

- Unit 10: Market Research Analysis
- Unit 12: Business in an International Context
- Unit 13: E-marketing and Website Design
- Unit 14: Brand Development and Promotion
- Unit 15: Social Enterprise.

The Diploma allows time in the curriculum to study other qualifications alongside it, for example a GCE A Level in Music Technology or a Pearson BTEC Level 3 Certificate in Skills and Activities for Sport and Active Leisure (Business).

The Pearson BTEC Level 3 Diploma in Enterprise and Entrepreneurship 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 SFEDI. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Diploma in Enterprise and Entrepreneurship. 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.

Many learners will study for this qualification with a view to setting up their own business or perhaps seeking employment within a recent start-up company. Others might seek to specialise further by progressing onto a relevant degree in the specific sector they're interested in, and for

those learners the Pearson BTEC Level 3 Diploma in Enterprise and Entrepreneurship 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 Enterprise and Entrepreneurship fulfils their entry requirements when achieved alongside other qualifications.