

Statement of Purpose

601/0501/X – Pearson BTEC Level 3 90-credit 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 90-credit Diploma (540 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 90-credit Diploma (540 GLH) is primarily an Applied General qualification, equivalent in size to one and a half A levels. It has been designed as a one-year course, enabling learners to develop a common core of knowledge, including business planning and pitching, leadership and teamwork, and launching a business vision, and allowing them the opportunity to study in more depth a range of option areas of their choice, such as:

- Unit 10: Market Research Analysis
- Unit 11: Financial Literacy and Awareness
- Unit 13: E-marketing and Website Design
- Unit 14: Brand Development and Promotion.

This Pearson BTEC Level 3 90-credit Diploma could either be for learners starting their final year of education, for example after taking a level 2 qualification post-16 and wishing to follow a coherent one-year course at level 3, or for learners who wish to complete their course after one year and move into an apprenticeship or training with an employer. The qualification supports progression to a wide range of roles within the sector, usually when accompanied by other qualifications achieved at level 2 or level 3, such as a Pearson BTEC Level 3 Certificate in 3D Design or a Pearson BTEC Level 1/Level 2 First Award in Information and Creative Technology.

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 90-credit Diploma. 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 90-credit 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 90-credit Diploma in Enterprise and Entrepreneurship fulfils their entry requirements when achieved alongside other qualifications.