



Pearson

Purpose Statement

Name of regulated qualification

QAN: 603/0301/3

Title: **Pearson BTEC Level 3 National Foundation Diploma in Enterprise and Entrepreneurship (510 GLH)**

Overview

The enterprise and entrepreneurship sector

Enterprise and entrepreneurship is a major part of the UK's drive to increase the employment opportunities of young people both within the UK and globally. Improving the understanding and skills of young people in enterprise has been identified as an area for dramatic improvement and is part of the government's strategic business plan. Studying enterprise and entrepreneurship will support students to be confident either when starting a business or when working innovatively within an organisation to support growth within it.

Who is this qualification for?

The **Pearson BTEC Level 3 National Foundation Diploma in Enterprise and Entrepreneurship** 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 enterprise sector. The qualification is equivalent in size to 1.5 A levels, and it has been designed for a one-year full-time study programme, or a full two-year programme when studied alongside further level 3 qualifications.

No prior study of the sector is needed, but students should normally have a range of achievement at level 2, in GCSEs or equivalent 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, in order to confirm that the content is also appropriate for students interested in working in the sector.

The qualification provides the knowledge, understanding and skills that will prepare students for further study or training.

Everyone taking this qualification will study four mandatory units, covering the following content areas:

- enterprise and entrepreneurs
- marketing
- running an enterprise
- finance.

Students choose two option units, to supplement the mandatory units and aid the choice of progression to relevant courses in higher education. The option units reflect a range of the key topics within enterprise and entrepreneurship, such as:

- social enterprise
- innovation
- intrapreneurship.

Within the mandatory and optional units there are opportunities for students to complete work placement and employment-related activities as part of their study programme.

What could this qualification lead to?

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

Students who have successfully completed this qualification may choose to extend their learning in this area and can, therefore, progress to the Pearson BTEC Level 3 National Extended Diploma in Enterprise and Entrepreneurship.

In addition to the enterprise sector-specific content outlined above, the requirements of the qualification will mean that students develop the transferable and higher-order skills that are highly regarded by higher education 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 supports some of the skills students need to progress into higher education, employment, self-employment or training.

The qualification carries UCAS points and is recognised by higher education providers as contributing to admission requirements for 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. When taken with other Level 3 qualifications, progression can be to an honours degree or to a Higher National, Foundation Degree, or to a Higher Apprenticeship, depending on the combination sizes.

For example, when studied with a BTEC Certificate, BTEC Extended Certificate or A Level, in subjects such as Travel and Tourism, IT, or Hospitality, access could be to courses such as:

- FdSc Tourism and Enterprise Management
- FdA Business and Enterprise
- FdSc Enterprise and Small Business Development
- HND Enterprise Information Systems.

Or when studied with another BTEC Foundation Diploma or AS/A Levels, for example, access could be to combined courses such as:

- BA (Hons) in Enterprise and Education Studies, if taken with any BTEC Foundation Diploma or 2 A/AS Levels
- BA (Hons) in Enterprise/Film and Television Studies, if taken with 2 relevant A/AS Levels such as Media Studies and Drama or Pearson BTEC National Level 3 Foundation Diploma in Creative Digital Media Production.

Students should always check the entry requirements for degree programmes at specific higher education 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 following 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 when applying for a range of entry level roles, or 'school leaver' programmes of management. The qualification also supports progression to Higher Apprenticeships in areas such as business administration, marketing, accounting, sales or enterprise, as well as equipping students with the skills to enter the self-employed market.

Why choose this size of qualification?

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 Foundation Diploma in Enterprise and Entrepreneurship** 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 qualification, over a two-year full-time study programme. It is an ideal qualification to take as part of a study programme to support the progression into self-employment. The qualification would complement more technical learning areas such as the creative industry, sports, hospitality and retail, in order to progress to FdA, FdSc, 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 Extended Diploma in Enterprise and Entrepreneurship**, which is equivalent in size to 3 A levels and typically makes up the full two-year 16–19 study programme. It is an ideal qualification to take where Enterprise and Entrepreneurship is the main interest of the student and in order to progress to a BA or BSc (Hons) Degree course, or alternatively, starting up a business or progressing into employment.

The **Pearson BTEC Level 3 National Diploma in Enterprise and Entrepreneurship**, which is equivalent in size to 2 A levels. It typically makes up two-thirds of a 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. It is an ideal qualification to take where enterprise and entrepreneurship is the main interest of the student, and in order to progress to a FdA, FdSc, or HND; or alternatively to progress to a full degree, if taken with another level 3 qualification.

The **Pearson BTEC Level 3 National Extended Certificate in Enterprise and Entrepreneurship**, which is equivalent in size to one 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 higher education courses, but not necessarily in enterprise.

The **Pearson BTEC Level 3 National Certificate in Enterprise and Entrepreneurship**, which is equivalent in size to half an A level. It is for students who would like an element of enterprise and entrepreneurship in a study programme, alongside other fields of study, with a view to progressing to a wide range of higher education courses, but not necessarily in enterprise.

For more detail about 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

Professional body

Chartered Institute of Personnel and Development (CIPD)

Employer

Nielsen

Peter Jones Foundation

RPMC

Higher Education

Kingston University

Leeds Beckett University

University College Birmingham

University of Chichester

University of Exeter

University of Huddersfield