



Pearson

## Purpose Statement

### Name of regulated qualification

**QAN: 603/0303/7**

**Title: Pearson BTEC Level 3 National Extended Diploma in Enterprise and Entrepreneurship (1080 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 Extended 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. The qualification is equivalent in size to 3 A levels, and it has been designed to occupy the majority of the curriculum within a two-year study programme. It is designed to give a comprehensive understanding of enterprise, with an emphasis on core business knowledge and entrepreneurial skills, which are transferable across other sectors.

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 eight mandatory units, covering the following content areas:

- enterprise, entrepreneurs and strategy
- impacts of businesses and decision making
- management
- finance
- marketing
- running enterprises, survival and growth.

Students choose four option units, which have been designed to support progression to higher education and to link with relevant occupational areas. This allows students to choose a specific specialist area in which they wish to develop their skills. The five option units cover areas such as:

- social enterprise
- entrepreneurship and intrapreneurship in practice
- innovation and enterprises
- recruitment and selection
- marketing communications.

Within both the mandatory and the option units, there are opportunities for students to complete work placement and employment-related activities.

## What could this qualification lead to?

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

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, there is a synoptic unit 'Developing an Enterprise Strategy'. In this unit, students identify and apply the concepts and theories developed in previous units to an 'entrepreneurial strategy', so demonstrating understanding in an integrated way, 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 meeting admission requirements for many relevant courses, for example:

- BA (Hons) Enterprise and Entrepreneurship
- BA (Hons) Business and Management (Entrepreneurship)
- BA (Hons) Business Enterprise
- BSc (Hons) Business Enterprise.

Many of the enterprise and entrepreneurship degree courses allow students to:

- start and develop their own new business at the same time as studying for an honours degree
- establish a social enterprise during their studies, or on graduation
- make a positive contribution to the strategic development of a family business, or other small- or medium-size enterprise
- develop an entrepreneurial or 'can do' approach to business to enhance their future career in any size of company
- include involvement in Young Enterprise, or ideas for a business that they may have already developed themselves.

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 Extended Diploma in Enterprise and Entrepreneurship** is equivalent in size to 3 A levels and is typically the major qualification in a full two-year 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, when starting up a business or progressing to employment.

The suite also includes the following qualifications.

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 normally 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 an 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 Foundation Diploma in Enterprise and Entrepreneurship**, which 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 progression into self-employment. The qualification would complement more technical learning areas such as the creative arts industry, sports, hospitality and retail, in order to progress to a FdA, FdSc, or HND; or alternatively 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 who are 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 0.5 A level. It is for students who would like an element of enterprise and entrepreneurship in a study programme, when studied within a full-time 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