

Purpose Statement

Name of regulated qualification	
QAN: 601/7413/4	Title: Pearson BTEC Level 3 National Certificate in Enterprise and Entrepreneurship (180 GLH)

Overview***The enterprise sector***

Enterprise and entrepreneurship is a major part of the UK's drive to increase the employability of young people, both within the UK and also 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 in starting a business, or in working innovatively in an organisation to support growth within it.

Who is this qualification for?

The Pearson BTEC Level 3 National Certificate 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 0.5 of an A level, and aims to provide a basic introduction to the study of the enterprise sector. Students wishing to take this qualification 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 and consistent with current practice for students choosing to enter employment directly in the enterprise sector.

Everyone taking this qualification will study two mandatory units, which make up the learning programme covering the following content areas:

- enterprise and entrepreneurs
- marketing and budgeting.

What could this qualification lead to?***Will the qualification support progression to further learning, if so, what to?***

Students who have completed this qualification in a year may progress to further learning at level 3; for example, a larger size BTEC National in the enterprise and entrepreneurship sector.

In addition to the enterprise and entrepreneurship sector-specific content, the requirements of the qualification will mean students gain some experience of the transferable and higher-order skills that are highly regarded by both HE and employers. For example, when studying the Enterprise and Entrepreneurs unit, students will be able to evaluate the mindset of the entrepreneur, and how the entrepreneur has weighed up risks versus opportunities. Students will come to justified conclusions, supported by relevant evidence. 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. Students 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 is intended to carry UCAS points and is recognised by Higher Education providers as contributing to meeting admission requirements to 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. Progression can be direct to an honours degree or to a Higher National, Foundation Degree, or onto a Higher Apprenticeship.

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, when studied with other level 3 qualifications, is designed primarily to support progression to employment, after further study at university. It can also support progression into apprenticeship programmes in many sectors, depending on the other qualifications being studied alongside. It is particularly useful for students wanting to start their own business in the future, or to apply for employment with a view to progressing into supervisory or management roles in the future, as it will give them a basic understanding of the enterprise sector.

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 Certificate in Enterprise and Entrepreneurship** is equivalent in size to 0.5 of an A level. It is for students who would like an element of enterprise and entrepreneurship in a study programme that has a range of qualifications in other areas.

The suite also includes the following qualifications:

The **Pearson BTEC Level 3 National Extended Certificate in Enterprise and Entrepreneurship** 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 enterprise.

The **Pearson BTEC Level 3 National Diploma Enterprise and Entrepreneurship** is equivalent in size to 2 A levels. 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 a full degree, if taken with another level 3 qualification.

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 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

Chartered Institute of Personnel and Development (CIPD)
CMI (Chartered Management Institute)

Employers

John Lewis
Peter Jones Foundation
Barclays Bank
Lloyds Commercial Banking
The Co-operative Group
Footwork First
Let's Talk Shop
Saracens RFU
RPMC
Nielsen
Waltham Estates