

Purpose Statement

Name of regulated qualification	
QAN: 601/7528/X	Title: Pearson BTEC Level 3 National Diploma in Enterprise and Entrepreneurship (720 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 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 2 A levels, and it has been designed as a full two-year programme. Students wishing to take this qualification will have successfully completed a level 2 programme of learning, with GCSEs and potentially some 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.

The qualification gives students the knowledge, understanding and skills that will prepare them for further study or training at a higher level. This includes the opportunity for students to choose two option units to supplement the mandatory units, which reflect the key topics within enterprise and entrepreneurship.

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

- enterprise and entrepreneurs
- impacts of businesses and decision making
- marketing
- finance.

Option units have been designed to support the mandatory units and aid the choice of progression to relevant courses in HE. The option units cover content areas 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.

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, the requirements of the qualification will mean students develop the transferable and higher-order skills that are highly regarded by both HE and employers.

For example, Business Decision Making is a synoptic unit, where students identify and apply the concepts and theories developed in previous units to a business case study, so demonstrating understanding in an integrated way. 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 is intended to carry UCAS points and is recognised by HE providers as meeting admission requirements to many relevant Foundation Degree and BTEC Higher National courses, for example:

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

When studied with other qualifications within the study programme, students can progress onto higher education on combined courses, for example:

- BA (Hons) in Food and Beverage Enterprise Management, if taken with A Level Design and Technology: Food Technology, or Pearson BTEC Level 3 National Extended Certificate in Hospitality
- BA (Hons) in Enterprise and Education Studies if taken with any BTEC Extended Certificate or any A Level
- BA (Hons) in Enterprise/Film and Television Studies if taken with Media Studies A Level, or Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production.

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 is designed primarily to support progression to employment through further study at university. However, the qualification also supports students choosing 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, and Higher Apprenticeships in areas such as business

administration, marketing, accounting, sales or enterprise. The qualification also equips students with the skills to enter the self-employed market.

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 Diploma in 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 a full degree, if taken with another level 3 qualification.

The suite also includes the following qualifications:

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 **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.

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