

**Purpose Statement**

Name of regulated qualification	
<b>QAN: 601/7414/6</b>	<b>Title: Pearson BTEC Level 3 National Extended Certificate in Enterprise and Entrepreneurship (360 GLH)</b>

**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 Extended Certificate in Enterprise 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 1 A level, and aims to provide a coherent 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 three mandatory units, covering the following content areas:

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

The two option units available enable students to decide which one complements their study programme best. Students can use these to support choices in progression to courses in HE. The option units cover content areas such as:

- enterprise innovation
- intrapreneurship
- social enterprise.

Within the mandatory and 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?***

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

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, 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 Personal and Business Finance unit, students will be measuring the financial performance of an enterprise, preparing and analysing statements of comprehensive income and statements of financial position, as well as analysing profitability, liquidity and enterprise efficiency, which supports some of the skills that 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 contributing to meeting admission requirements for many courses, if taken alongside other qualifications as part of a two-year programme of learning, and it combines well with a large number of subjects. It will support entry to almost any HE course, depending on what the subjects taken alongside are, for example:

- BA (Hons) in Enterprise and Entrepreneurship
- BA (Hons) in Business Enterprise/Human Resource Management or Marketing
- BA (Hons) in Management and Enterprise
- BA (Hons) in Fashion Management, if taken with Pearson BTEC Level 3 National Diploma in Fashion Design and Development
- BSc (Hons) in Sports Coaching, if taken with Pearson BTEC Level 3 National Diploma in Sports Performance and Excellence.

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. However, it can also support students progressing to employment directly, or via an apprenticeship. Studying a combination of vocational courses, such as Pearson BTEC Level 3 National Certificate in Customer Service, Pearson BTEC Level 3 Certificate in WorkSkills, or a sector-specific vocational qualification in accounting or creative areas, will build employability skills. It will give successful students transferable knowledge, understanding and skills that will be an advantage when applying for a range of industry-linked training programmes, or apprenticeships, in the enterprise sector, or other sectors of their choice, with the potential to use their combined learning to be self-employed.

***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 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 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 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 students' main interest, 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