

Statement of Purpose

500/7313/8 – Pearson BTEC Level 3 Diploma in Retail Knowledge (QCF)

The UK Retail sector covers all businesses that sell goods to the public, from large chains and department stores through to independents and virtual stores. It employs 2.8 million people across 300,000 establishments, accounting for 10% of all jobs in the UK and making it Britain's largest private sector employer. The sector is forecast to grow to 3.3 million employees by 2017, creating 1.2 million jobs (including replacement demand). The sector consistently accounts for more than 5% of the value generated by the UK economy each year and is estimated to contribute £17.5bn taxes to the UK, nearly 30% of all tax revenues.

According to the British Retail Consortium, UK retailers provided 12% of the total UK investment in training in 2011, and supported £47bn of output by other sectors.

The sector's innovative culture, in areas such as e-commerce and self-service, are reshaping the shopping experience across the world and have put the UK at the vanguard of multi-channel shopping, accounting for 11% of global internet retail sales. As part of the government's strategy, UK Trade and Investment (UKTI) are supporting the UK retail sector to win more business internationally and securing more valuable investment in the UK to further increase the contribution to the UK's GDP.

The Pearson BTEC Level 3 Diploma in Retail Knowledge (QCF) is part of a larger suite of Retail qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the Retail sector at the appropriate level. This can follow either directly after achieving the qualification or via the stepping stone of Higher Education (HE) on an undergraduate programme or via Higher Apprenticeships in university or college. By studying a Pearson BTEC Diploma learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education or employment.

Within this suite, the Pearson BTEC Level 3 Diploma in Retail Knowledge (QCF) (249 GLH) is an Applied General qualification, equivalent in size to an AS level, which is designed to be taken alongside one or more substantial qualifications within a 16–19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary common core of knowledge in the sector through mandatory content. This common core covers the content, such as understand the retail selling process, which is regarded as most important by employers.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector, People 1st. This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study.