

Statement of Purpose

500/6247/5 - Pearson BTEC Level 2 Certificate in Understanding Enterprise and Entrepreneurship (QCF)

Who is the qualification for?

This qualification is a Technical Certificate at level 2 and is designed for post-16 students working at that level. It has 210 guided learning hours.

It is aimed at students who have chosen to focus their learning and career development within the world of enterprise or social enterprise and who are looking for an engaging and stimulating qualification which will prepare them for successful performance in working life and progress into employment by developing a range of essential skills, techniques and attitudes. Furthermore, it talks specifically to the objectives outlined in Lord Young of Graffham's 'Enterprise for Education' report, namely those of enabling self reliance, creativity and a new generation of self-employed entrepreneurs. Its size allows students to study particular specialisms in depth.

What does this qualification cover?

The qualification has seven compulsory units, which provide the essential knowledge and practical skills to prepare students for progression to work and/or further study in the sector.

- Unit 1, 'The Entrepreneurial Mindset': this unit enables students to develop the mindset, skills and attributes that a successful entrepreneur needs for business and how they too can overcome constraints through good planning and determination.
- Unit 2, 'Creating a Vision for your Business Plan': this unit enables students to understand how business ideas are created and gain the skills and confidence to generate their own. Students will be able to assess the suitability of business ideas and gain the skills to coherently articulate a coherent vision for a new idea.
- Unit 3, 'The Business Environment': this unit enables students to develop the skills and knowledge needed to research the external business environment and their own business skills needs, and consider how these factors may affect their own business.
- Unit 4, 'Researching your Market': this unit enables students to undertake market research to support the development of a microbusiness and to interpret the results.
- Unit 5, 'The Marketing Plan': this unit gives students the understanding and skills needed to develop a marketing and promotion plan for their own micro start-up business or social enterprise.
- Unit 6, 'Financial Modelling': this unit provides students with the essential knowledge and skills to enable them to develop a robust financial model to fit with the aims of their microbusiness.'
- Unit 7, 'Preparing and Pitching a Business Plan': this unit enables students to draw together all aspects of a business plan and to pitch the plan in a professional manner and for an identified purpose.

Through this, students develop the knowledge and practical skills required to become an entrepreneur or a social entrepreneur, or an intrapreneur in a range of roles in the business sector. The qualification will also enable learning of a wide range of transferable and work related skills. Communication skills are developed throughout the units, and students can also enhance their broader skills in ICT, while literacy and numeracy skills are also developed throughout. If the qualification is studied alongside a level 2 qualification in English and/or mathematics, it will provide numerous opportunities to develop relevant skills and knowledge.

What could this qualification lead to?

Achievement of this qualification could mean students are ready to seek investment for a business or social entrepreneurial idea. They would also be fully prepared to progress to an apprenticeship in the business sector, for example, in business administration, marketing or administration. The qualification will also have allowed students to gain a thorough understanding of enterprise and entrepreneurship which will serve them well on a BTEC Level 3 National Diploma in Business programme where they may choose to specialise, for example, in marketing, retail or business management pathways.

This Qualification is part of a larger suite of BTEC Level 2 in Understanding Enterprise and Entrepreneurship (QCF)

The BTEC Level 2 Certificate in Understanding Enterprise and Entrepreneurship is a substantial enterprise qualification which would be chosen by post-16 students most often to study alongside other Level 2 subjects as part of a broad programme of study. It forms a strong basis for students to build transferable enterprise skills, and develops underpinning knowledge of enterprise and entrepreneurship that can be used within other vocational areas of study.

Also within this suite is the BTEC Level 2 Diploma in Understanding Enterprise and Entrepreneurship, which, as well as covering the units within the above mentioned Level 2 Certificate, further develops skills and attributes in areas which will augment students' understanding, and would be more likely studied as the core area of a vocational study programme with GCSE English and/or Maths.

Both sizes of qualification provide progression to Level 3 study programmes, apprenticeships and other employment.

Who supports this qualification?

This qualification is supported by the following employers:

- Proactive Despatch
- VIP Leisure Travel
- Waltham Estates
- Softcat
- Precious Pets London
- Bray and Bray Solicitors
- Footwork First
- Bank Charge Recovery Ltd

Support letters from these organisations are available at the following link:
<http://qualifications.pearson.com/en/qualifications/btec-specialist-and-professional-qualifications/business-administration/btec-specialist-understanding-enterprise-and-entrepreneurship-l2.html>.

Further information

Further information on the qualification can also be accessed at
<http://qualifications.pearson.com/en/qualifications/btec-specialist-and-professional-qualifications/business-administration/btec-specialist-understanding-enterprise-and-entrepreneurship-l2.html>.