



Business

A guide to your qualification options in:
Business, Enterprise, Law and Marketing.



Which sector?

Click on the relevant sector to see more information

[Business](#) →

[Engineering](#) →

[Law](#) →

[Marketing](#) →



Business

Ever wondered how businesses work, why some brands are so successful, and how companies make it to number one in their field? Or have you had ideas about a business of your own you want to start?

Studying a BTEC in Business or Enterprise gives you the scope to develop a broader understanding of business organisations and practices, providing subject-specific skills and knowledge about markets, customers, finance, marketing, operations, communication, information technology and business strategy. Practical assignments set in real-life business scenarios help you learn, build skills and develop behaviours which you'll use in whatever career you choose in the future.

[Learn more about Business options](#)

Career options



Business Advisor

Civil Servant

Financial Manager

Management Consultant

Project Manager

Marketing Executive

Retail Manager

Office Manager

Business Administration

Top 5 skills



1. Problem-solving
2. Organisation
3. Digital Skills
4. Research skills
5. Working with others



CASE STUDY



Gordon Bowie

Studied: BTEC Higher National Certificate and Diploma in Business Management at The Bedford College Group and University Centre.

Course highlights: The flexibility to learn online and keep the work-life-study balance that was needed. Introduced practical knowledge that could be applied directly to his role.

Next steps: Top up to a university degree.

Progression map: Business, Enterprise and Marketing

BTEC

1st	First	TA	Tech Award	Nat	National	HND	Higher National Diploma
Tech	Technical	Sp	Specialist	HNC	Higher National Certificate		

Apprenticeship

OnP	On-programme only
EPA	EPA only

T Level

V Level

Academic

GCSE	GCSE
AL	A Level



* Refer to your funding guide for individual qualification details: <https://www.pearson.com/en-gb/schools/campaigns/i3-review-updates.html#links>

¹ Higher National approved as a Higher Technical Qualification (HTQ). Available in England only. | ² Higher National available in England only.

* In development for first teach September 2027

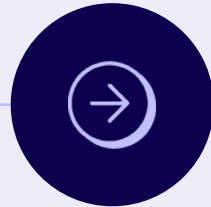


Example Progression Route

Job Role: Business Administrator



- ♦ BTEC Level 2 First Business



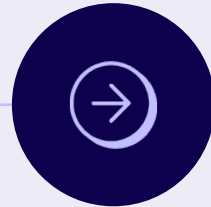
- ♦ BTEC Level 3 National in Business

OR

- ♦ T Level in Business Management*

OR

- ♦ EPA L3 Business Administrator



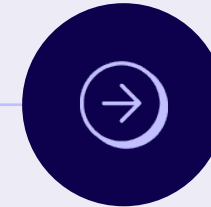
- ♦ BTEC Higher National Certificate in Business

OR

- ♦ BTEC Higher National Certificate in Leadership and Management for England

OR

- ♦ BTEC Higher National Certificate in Sustainable Business Management for England



- ♦ BTEC Higher National Diploma in Business

OR

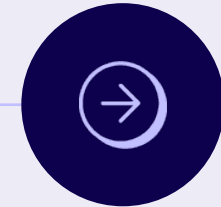
- ♦ BTEC Higher National Diploma in Business (Management)

OR

- ♦ BTEC Higher National Diploma in Leadership and Management for England (HTQ)

OR

- ♦ BTEC Higher National Diploma in Sustainable Business Management for England (HTQ)



- ♦ BSc (Hons) Business

OR

- ♦ BA (Hons) Business and Management

OR

- ♦ Master of Business Administration (MBA)

* First teach for September 2027

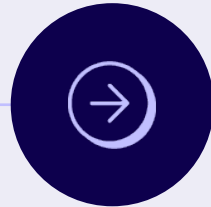


Example Progression Route

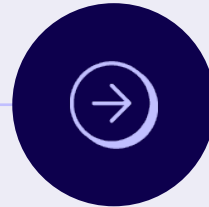
Job Role: Financial Analyst



- ♦ GCSE in Business



- ♦ V Level in Accounting and Finance*



- ♦ BA/BSc Accounting and Finance



* In development for first teach for September 2027



Enterprise

A BTEC in Enterprise enables you to be exposed to and learn from challenges in simulated yet real-world examples. You can meet entrepreneurs, and take on practical activities that test presentation skills, teamwork, and commercial awareness.

Everybody can be enterprising, even if we don't all become entrepreneurs. Entrepreneurs are people whose actions reflect an initiative involving risk.

[Learn more about Enterprise options](#)

Career options



Business Owner
Entrepreneur
Retail Manager
Management Consultant
Project Manager
Business Advisor

Top 5 skills



1. Communication
2. Creative innovation
3. Digital skills
4. Leadership
5. Problem solving



PARTNERSHIP

Peter Jones Foundation

We're delighted that the Peter Jones Foundation has agreed to work in partnership with Pearson to encourage learners across the UK to explore their entrepreneurial spirit and develop their skills to become young entrepreneurs.

[Find out more about Industry Engagement and Partnerships](#) →



Example Progression Route

Job Role: Business Development Executive



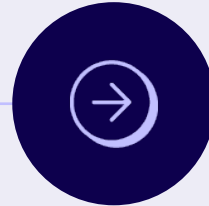
- ♦ BTEC Level 3 National in Enterprise and Entrepreneurship

OR

- ♦ BTEC Level 3 National in Business



- ♦ Higher National Certificate in Business



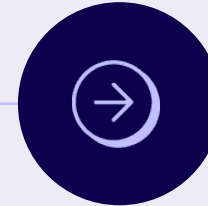
- ♦ Higher National Diploma in Business (Entrepreneurship and Small Business Management)

OR

- ♦ Higher National Diploma in Business (Management)

OR

- ♦ Higher National Diploma in Business (Marketing)



- ♦ Bachelor's Degree in Business with Entrepreneurship

OR

- ♦ Bachelor's Degree in Business Management

OR

- ♦ Bachelor's Degree in Marketing





Law

If you're curious about how the legal system works and want to build a strong foundation for a future in law, the BTEC Level 3 National Extended Certificate in Applied Law is a great place to start.

Developed in collaboration with academics and employers, the course content reflects current legal practices and supports progression to higher education or employment. Optional units allow you to tailor your learning to your interests or career goals, with topics including family law, consumer law, contract law, and tort.

[Learn more about Law options](#)

Career options



Paralegal

Legal Executive

Barrister's Clerk

Licensed Conveyancer

Police Officer

Local Government roles

Human Resources

Compliance Officer

Top 5 skills



1. Analytical thinking
2. Communication
3. Problem-solving
4. Legal research
5. Teamwork and presentation



Higher Education progression

BTEC Level 3 Extended Certificate in Applied Law provides a strong foundation for further study in law and related fields. It is recognised by many UK universities and can lead to:

- Law degrees (LLB) – especially when combined with other BTECs or A levels
- Criminology
- Business and management
- Public services
- International relations



Example Progression Route

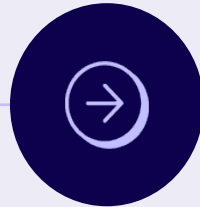
Job Role: Paralegal



- ♦ BTEC Level 3 Applied Law



- ♦ Higher National Certificate in Business



- ♦ Higher National Diploma in Business (Law)

Please note: The Law pathway follows English law and supports progression to UK degree-level study. A law degree and further professional training are usually required for careers as barristers or solicitors. Centres should set realistic expectations and ensure agreements are in place for students to progress to an LLB.





Marketing

Marketing is an industry that is always future-facing and purposeful. Many people working in the industry are digitally savvy and embrace technological change, adopting tools and techniques that will help them to drive sales, deliver leads or increase engagement.

Completing a BTEC in Marketing will equip you with skills and knowledge around marketing principles, customer communications and more.

[Learn more about Marketing options](#)

Career options



Brand Manager

Content Lead

Customer Insight Manager

Digital Marketing Manager

Email Marketing Manager

Market Research Analyst

Product Marketer

SEO Specialist

Social Media Executive

Top 5 skills



1. Communication
2. Problem solving
3. Creativity
4. Relationship building
5. Planning



PARTNERSHIP

Chartered Institute of Marketing (CIM)

Students who gain a BTEC Level 3 National in Marketing are eligible for an exemption from the exam and assignments that make up the CIM Level 3 Marketing Principles module. This is one of two modules that form the CIM Level 3 Foundation Certificate in Professional Marketing/ Digital Marketing.

[Find out more about Industry Engagement and Partnerships](#) →

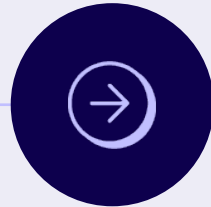


Example Progression Route

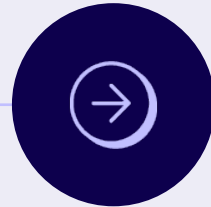
Job Role: Marketing Communications Officer



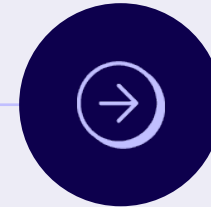
- ♦ BTEC Level 2 Technical Marketing



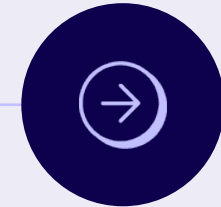
- ♦ BTEC National in Marketing
- OR
- ♦ T Level in Marketing



- ♦ BTEC Higher National Certificate in Marketing Management for England (HTQ)
- OR
- ♦ BTEC Higher National Certificate in Business
- OR
- ♦ BTEC Higher National Certificate in Leadership and Management for England
- OR
- ♦ BTEC Higher National Certificate in Sustainable Business Management for England



- ♦ BTEC Higher National Diploma in Business
- OR
- ♦ BTEC Higher National Diploma in Business (Marketing)
- OR
- ♦ BTEC Higher National Diploma in Leadership and Management for England (HTQ)
- OR
- ♦ BTEC Higher National Diploma in Sustainable Business Management for England (HTQ)



- ♦ BA Business and Marketing
- OR
- ♦ BA (Hons) Marketing and Management
- OR
- ♦ Marketing Management MA MSc



Take your next step: Speak to your
local education provider.