

ENTERPRISE & ENTREPRENEURSHIP

PEARSON BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE

What does the course involve?

This is a two-year course consisting of four units and is the equivalent to one A-level. The units will give you an introduction to, and understanding of what is involved in being an entrepreneur and starting your own business. There may also be opportunities to plan and run a short social enterprise activity. There is a mixture of externally assessed and internally assessed units in this programme. The four units you will cover are Enterprise and Entrepreneurs, Developing a Marketing Campaign, Personal and Business Finance and Social Enterprise or Enterprise and Intrapreneurship in Practice.

Entry requirements

- 5 GCSE's at grade 4 and above including Maths and English

Why take this course at MEA Sixth Form?

MEA has very strong links with our Trust Partners and local businesses such as Manchester Airport, Lloyds Banking, Manchester United Foundation as well as small enterprises. These links will provide you with opportunities to develop your knowledge and skills and relate them to real organisations.

Throughout the course we will be working very closely with Manchester United Foundation who will provide many opportunities such as:



- Interactive workshops delivered by club staff on site at Old Trafford. These workshops will give you a behind the scenes insight into the business operations of the most valuable football club brand in the world
- Bespoke workshops which will give you the opportunity to meet staff from across the club and increase your understanding of marketing, finance and catering in the context of a football club
- Real life case studies to enhance academic and theoretical study e.g. marketing and communications, campaigns etc.
- Manchester United Foundation Kit
- Volunteering Opportunities (V99)
- The opportunity to apply for seasonal match day employment (e.g. Match Day Runners, Match Day Welcome Team)

What can this course lead to in the future?

This course could lead onto a number of different university courses including business management, accountancy and finance, marketing and branding, international business studies and more. The BTEC Enterprise and Entrepreneurship provides a route to employment into the many diverse areas of business. These could include roles in specialist areas such as management, marketing, finance, customer services or human resources in large organisations, or a more generic role in a small local business, as well as the skills to start your own business.

