



getting down to business.

Working in business and enterprise can be very rewarding. This could be as a self-employed entrepreneur, working within a large corporation or even transferring these skills in a sector you may not expect, such as a charity. You'll need to develop an understanding of running a business, how to operate at a profit, keeping an eye on costs and employing the right people. You'll gain a great set of skills which can be used in a variety of roles in a number of different sectors.

Sectors to explore

An understanding of business and enterprise can help you progress in a variety of different sectors. Here's just a few to get you started:

Business development

You'll be the boots on the ground, responsible for representing the business you work for and speaking to potential customers to create new business or maintaining current relationships.

Marketing

You'll need a creative brain that can help take a product or service to your potential customers or 'to market'. You'll need to understand the needs and wants of your customer and how you can make it an easy decision for them to buy from your company, rather than someone else.

Finance

Numbers and getting them right are very important in business. You need to make sure your running costs are as efficient as possible to ensure that your business is making money (profit).

HR and recruitment

Employees are at the heart of every business and working in recruitment means that you're responsible for finding the right people for the job. In the Human Resources team, you'll ensure that people are happy and want to stay with your business.

Management

As a manager, you could be in charge of a project but also in charge of a number of staff. Your interpersonal skills are essential to running a team. If your team are happy and are successful in their roles you'll be rewarded for managing them properly.

V Certs and other qualifications to consider include:

At school

- **Level 1/2 Technical Award** in Business and Enterprise
- **Level 2 Certificate** in Business and Enterprise

At sixth form or college

- **Level 3 Applied General** in Business and Enterprise

Routes to success

If you choose to study business and enterprise, there are a number of routes you can take to further your career such as:

• Further study at college or university

Often universities encourage you to do a placement year where you gain experience working in business in your third year of study. You can also look at foundation degrees or an NCFE Level 3 Applied General Certificate in Business and Enterprise to further your knowledge.

• Apprenticeships

You'll be working to a set programme of learning whilst earning money as an apprentice. This will provide you with a structured training period with a solid foundation of knowledge from which to progress in this sector.

• Entry level roles

An entry level role will give you the chance to work your way up through a business whilst finding your feet, often supporting the business and its day-to-day running.

Where next?

We understand the amount of information out there can be daunting. To help, we've included a small collection of useful websites for you to visit:

The National Careers Service offers an overview of many different careers. It's a great starting point to help you take your first step towards planning your career.

www.nationalcareersservice.direct.gov.uk

All About Careers includes really useful information about specific career opportunities. You can also take a career 'test' which will give you ideas about industries you might want to explore further based on your answers.

www.allaboutcareers.com

The National Apprenticeship Service offers information about what apprenticeships are and how they work. It's particularly useful as a general introduction and to help you and your parents understand the opportunities an apprenticeship offers. www.getingofar.gov.uk

Not Going to Uni is a website that aims to offer a full range of options and choices if you feel that university is not the route for you. www.notgoingtouni.co.uk

Which university? is a website that can help you decide what to study, where to study and how to get there. www.university.which.co.uk

REED Salary Checker can help if you're curious about what your earning potential could be as a Marketing Executive or an Accountant. www.reed.co.uk/average-salary