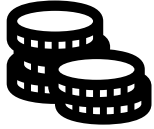


# Business & Enterprise



Most business courses develop a solid grounding in key elements such as business theory, management, economics, entrepreneurship, marketing, accounting, and business law (ucas.com).

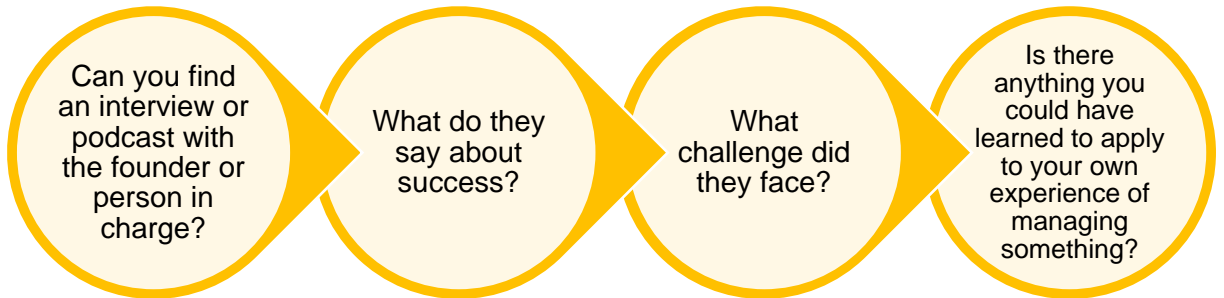
City lecturer, Martin Rich highlighted that you are likely to already have gained lots of skills relevant to business. Reflect on what you're doing at school or outside of school and answer some of these questions:



- Can you think of a time you have had to manage something?
- What skills did you use?
- What were you good at?
- What did you find harder?

Analysing existing businesses or products is a great way to evaluate how well something has worked or hasn't! Think about these questions to understand business strategy:

Can you think of a business or brand that you admire?



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## What type of degree could I study?

There are many types of Business courses offered at university. These may be titled as:

<ul style="list-style-type: none"><li>• Business</li><li>• Business Studies</li><li>• Accounting and Finance</li><li>• Management</li><li>• Economics/Econometrics</li><li>• Marketing</li><li>• Fashion Buying and Merchandising</li><li>• Retail Management</li><li>• Real Estate</li><li>• International Business</li><li>• Business Administration</li></ul>	<ul style="list-style-type: none"><li>• Hospitality Management</li><li>• Human Resource Management</li><li>• Business and Globalisation</li><li>• Business Entrepreneurship</li><li>• Business Psychology</li><li>• Tourism Management</li><li>• Business Analytics</li><li>• Business Law</li><li>• Advertising/Brand Management</li><li>• Public Relations and Communications</li><li>• Events Management</li></ul>
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Although there are many degrees available in business at university, you can still work in business/finance with a non-business degree.

## How will I learn?

A degree will normally take 3 years full time. There are also part-time degrees available too and some universities offer a 2 year accelerated degree course.

You may study a degree as a **single** subject:

This may be a BA (Bachelor of Arts), BSc (Bachelor of Science) or LLb (Bachelor of Laws)  
For example: *BA (Hons) Business Studies, BSc (Hons) Economics, LLb (Hons) Business Law*

You can also study a degree as a **joint/combined** option:

For example: *BA (Hons) Business Management and French, BA (Hons) Languages with International Business*

Or as a **sandwich** degree: This means your degree lasts 4 years instead of 3 as you get to spend your third year working in industry.

For example: *BSc (Hons) Management and Accounting with a year in industry*

You can even study a degree with an option to spend time at a university abroad!!!

Read about what a day in the life at university looks like for City students who study

- ★ For a list of courses and their entry requirements, refer to [www.ucas.com](http://www.ucas.com) as well as individual university websites

All universities offer slightly different course structures for their Business courses. Take a look at the course structure of City University's Business programme to get an idea of what you can expect: [www.cass.city.ac.uk/study/undergraduate/courses/business-management](http://www.cass.city.ac.uk/study/undergraduate/courses/business-management)

## Entry requirements for a Business Degree

- You will need: 5 GCSEs at Level 9 to 4
- At least GCSE Level 4/5 in Maths and English Language (Level 6 for some universities \*UCL – Likes a Level 5 in MFL)
- 3 A Levels or a vocational qualification such as a BTEC equivalent to 3 A Levels

For further information on post-16 options, go to: <https://careerpilot.org.uk/information/your-choices-at-16>

## Are there other alternatives to university?

Apprenticeships are also available some of these are at higher level (equivalent to the first and second year of university) or degree level. Popular business-related apprenticeships at higher/degree level are found in the financial or legal sectors.

Try searching the main apprenticeship website for current opportunities, for ideas: <https://www.gov.uk/apply-apprenticeship>

Other courses students may study at a university or FE College include: Higher National Diplomas (HND) and Foundation Degrees (FdA) in Business are 2 years courses – equivalent to the first 2 years of university but still a qualification in their own right. They can also be topped up to degree level.

## Further information can be found on the websites below:

To search universities and course entry requirements  
[www.ucas.com](http://www.ucas.com)

For researching universities  
<https://unistats.direct.gov.uk/>  
<https://www.thecompleteuniversityguide.co.uk/>  
<https://www.theguardian.com/education/universityguide>

What can I do with my degree?  
<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree>

For University Taster days  
[www.london.ac.uk/tasters](http://www.london.ac.uk/tasters)  
Or refer to individual university websites

For university open days  
[www.opendays.com](http://www.opendays.com)  
Or refer to individual university websites

## For further information about Degree Apprenticeships

<https://www.prospects.ac.uk/jobs-and-work-experience/apprenticeships/degree-apprenticeships>

**To search for apprenticeship opportunities**

<https://www.gov.uk/apply-apprenticeship>

[www.notgoinguni.co.uk](http://www.notgoinguni.co.uk) <http://www.apprenticeshipguide.co.uk/>

[www.milkround.com](http://www.milkround.com)

**For volunteering**

<http://timebank.org.uk/>

[www.do-it.org.uk](http://www.do-it.org.uk)

[www.ncsyes.co.uk](http://www.ncsyes.co.uk)

**For Business-related news, go to:** [www.bbc.co.uk/news](http://www.bbc.co.uk/news)

[www.businessweek.com](http://www.businessweek.com)

[www.economist.com](http://www.economist.com)

[www.ft.com](http://www.ft.com)

[www.telegraph.co.uk/finance](http://www.telegraph.co.uk/finance)

**A useful book:** *Getting into Business and Economics Courses*, by Michael McGrath