

The
University of
Law

**BUSINESS
SCHOOL**

BUSINESS CAREERS GUIDE

WE SUPPORT

YOUR AMBITION



**Employability
Service**

INTRODUCTION

This guide is designed to outline the employment opportunities traditionally sought by those who have a business management and related degree. It ensures that you are aware of the very broad range of short and long term possibilities so that you can effectively plan your career.

THE BUSINESS SCHOOL

The University of Law Business School (ULBS) provides students with knowledge and understanding of key aspects of business, marketing, finance and management, focusing on developing skills and competencies for a successful career.

Through group sessions, workshops and practice based learning, supported by a wide range of resources, you will gain an understanding of effective management in today's complex organisations and business environments

CONTENTS

- 4** Supporting you
- 6** Employability skills
- 8** Employer Expectations
- 10** Career Opportunities
 - Business Management
 - Marketing
 - Human Resources
 - Finance
- 20** Work Experience
- 24** Applications
- 26** Interviews



SUPPORTING YOU

The Business School puts employability at the heart of the student experience, helping students to broaden horizons, raise aspirations and build confidence in order to achieve their career goals and objectives. This is underpinned by up to date materials and resources including access to the Chartered Management Institute (CMI), which dually accredits most courses within the Business School.

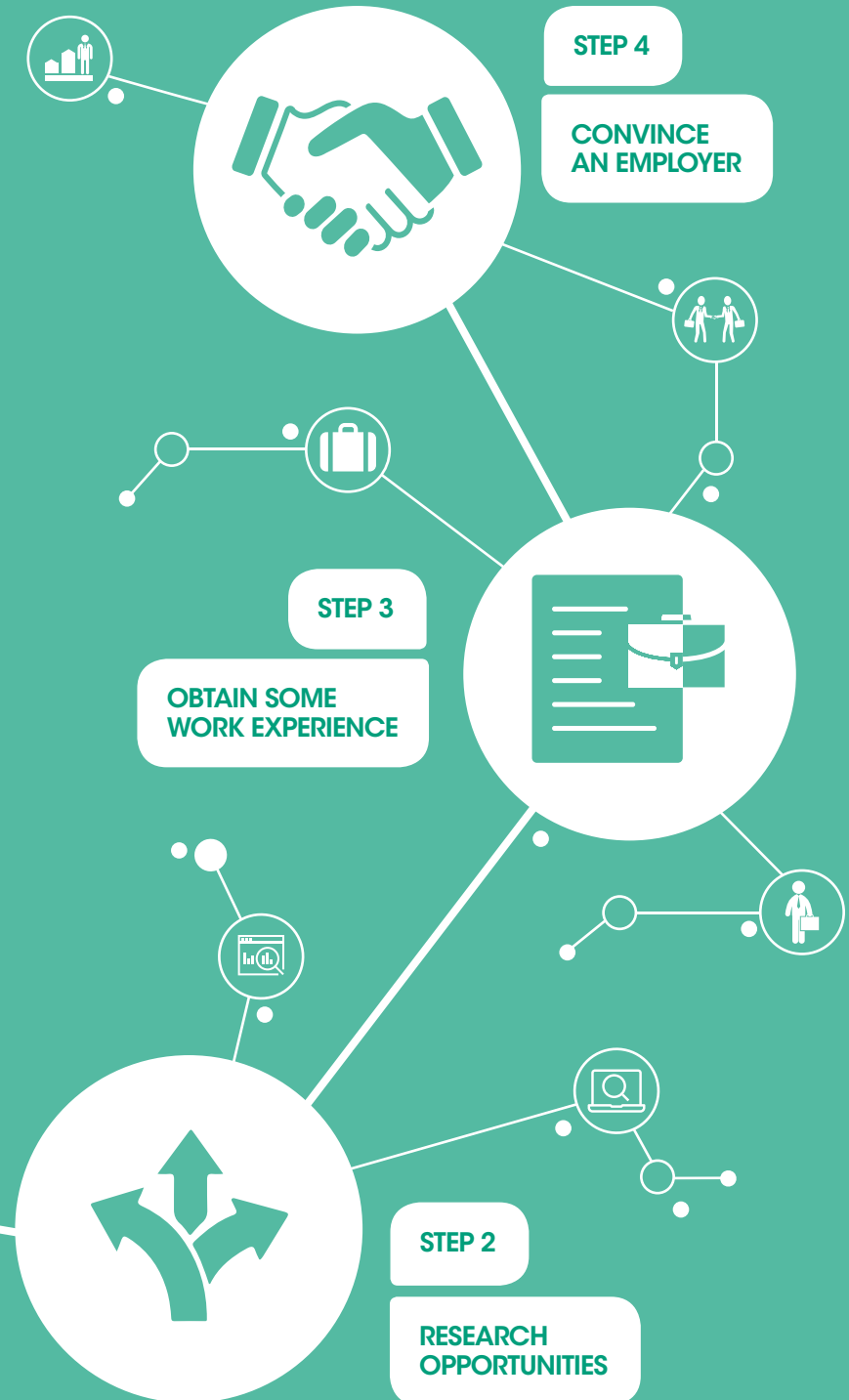
The Business School Employability team is here to help you develop your employability skills through classroom based workshops and an extensive programme of employer engagement. Meeting employers will increase your knowledge and awareness of career options and give you opportunities to network face to face. And you can get individual, tailor made impartial advice.

ASSESSING YOUR STARTING POINT

Certain roles lend themselves to those with specific skills. For example, those with a flair for creativity may have a natural fit in a creative environment such as marketing or advertising.

However, this is rather simplistic. Every role is likely to require the ability to be creative and if you have such a skill, you might find that you stand out more in a field where colleagues are not so strong.

Nonetheless as a starting point there is logic in playing to strengths, as well as recognising that access to a full range of employability skills enhances your options.



EMPLOYABILITY SKILLS

The CBI has defined employability skills as constituting nine elements, as shown below:

1. SELF-MANAGEMENT

Readiness to accept responsibility, flexibility, resilience, self-starting, appropriate assertiveness, time management, readiness to improve own performance based on feedback/reflective learning.



2. TEAMWORKING

Respecting others, co-operating, negotiating/persuading, contributing to discussions, and awareness of interdependence with others.



3. BUSINESS AND CUSTOMER AWARENESS

Basic understanding of the key drivers for business success – including the importance of innovation and taking calculated risks – and the need to provide customer satisfaction and build customer loyalty.



4. PROBLEM SOLVING

Analysing facts and situations and applying creative thinking to develop appropriate solutions.



5. COMMUNICATION AND LITERACY

Application of literacy, ability to produce clear, structural written work and oral literacy - including listening and questioning.



6. APPLICATION OF NUMERACY

Manipulation of numbers, general mathematical awareness and its application in practical contexts (e.g. measuring, weighing, estimating and applying formulae).



7. POSITIVE ATTITUDE

A 'can-do' approach, a readiness to take part and contribute, openness to new ideas and a drive to make these happen.



8. APPLICATION OF IT

Basic IT Skills, including familiarity with word processing, spreadsheets, file management and use of internet search engines.



9. ENTREPRENEURSHIP ENTERPRISE

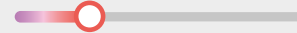
An ability to demonstrate an innovative approach, creativity, collaboration and risk taking.



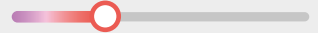
Use the emoji sliders to identify where your relative strengths lie and areas where you can take steps to develop the skills required by employers



SELF MANAGEMENT



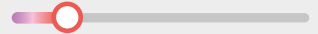
NUMERACY



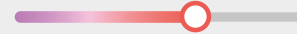
TEAMWORKING



POSITIVE ATTITUDE



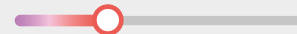
COMMERCIAL AWARENESS



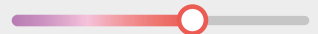
BUSINESS IT SKILLS



PROBLEM SOLVING



ENTREPRENEURSHIP/ ENTERPRISE



COMMUNICATION



EMPLOYERS



Employers do not have a uniform approach to recruitment. The cultural fit is often important and this can mean that the same candidate appeals to one organisation but is less attractive to others. In simple terms, though, the following are always of relevance:

Academic record ✓

Work Experience ✓

Employability Skills ✓



CAREERS OPEN TO THOSE WITH A BUSINESS MANAGEMENT DEGREE

- GENERAL BUSINESS MANAGEMENT
- FINANCE
- HUMAN RESOURCES
- MARKETING

"YOUR CHALLENGE IS TO DECIDE WHICH DIRECTION TO GO IN, BUT HERE ARE SOME POINTERS"





GENERAL BUSINESS MANAGEMENT

ACTUARIAL ANALYST

You'll use statistical formulas to assess risk. In life insurance, for example, this could involve working out the average life expectancy of different demographics to determine the policy premiums each should be charged.

Analysts use specialist computational software and spreadsheets, so an interest in and aptitude for using IT is useful. You could work in various areas of the financial services industry and will often be engaged in a support role within an actuarial team.

BUSINESS ANALYST

You'll work within an organisation, helping to manage, change and plan for the future in line with their goals. This could be for one specific project, or as a permanent feature of the organisation. You'll need to understand the current organisational situation, identify future needs and create solutions to help meet those needs, usually (but not always) in relation to information and software systems.

You'll need to demonstrate excellent understanding of the way the organisation works and the sector it operates in, as you'll be helping the organisation to develop its functions, services and products to meet goals with internal and external stakeholders.

You'll also play a key role in communicating between internal departments and external parties, acting as a 'translator' where necessary to convey how information technology can support the organisation's needs.

BUSINESS DEVELOPMENT MANAGER

As a business development manager you'll be concerned with improving and growing a business, by fostering and developing relationships with customers, suppliers and other partners. You may work to improve profitability through careful strategic planning and positioning in the appropriate markets, or to enhance the operation of the business, position or reputation in some way.

You may have a single role in the organisation or lead a team of staff. Your work will often reach across all areas of the business.

CORPORATE INVESTMENT BANKER

You'll provide a range of financial services to companies, institutions and governments. You'll manage corporate, strategic and financial opportunities, including:

- mergers
- acquisitions
- bonds and shares
- lending
- privatisations
- Initial public offerings (IPO)

You may also advise and lead management buyouts, raise capital, provide strategic advice to clients and identify and secure new deals.

DATA ANALYST

Data analysts are in high demand across all sectors, such as finance, consulting, manufacturing, pharmaceuticals, government and education.

The ability to pay attention to detail, communicate well and be highly organised are essential skills for data analysts. They not only need to understand the data, but be able to provide insight and analysis through clear visual, written and verbal communication.

INSURANCE UNDERWRITER

You'll decide if applications for insurance cover should be accepted and what the terms and conditions of that acceptance are if so.

You'll assess the risk of insuring a person or company according to the likelihood of a claim being made. Working closely with actuaries, brokers and risk and claims managers, you'll strike and maintain a balance between attracting and retaining customers through competitive insurance premiums and being able to cover any potential losses from claims.

MANAGEMENT CONSULTANT

Management consultants help organisations to solve issues, create value, maximise growth and improve business performance. They use their business skills to provide objective advice and expertise, and help an organisation to develop any specialist skills that it may be lacking.

You'll be concerned primarily with the strategy, structure, management and operations of a company. Your role is to identify options for the organisation and suggest recommendations for change, as well as advising on additional resources to implement solutions.

Types of work can include:

- strategy
- financial and management controls
- human resources
- information technology
- marketing
- supply chain management

PROJECT MANAGER

You'll need to track work to be completed, set deadlines and delegate tasks to your project team, identifying any potential risks.

Ultimately, you're responsible for completing the project work in line with the plan and will often report progress to senior managers.

You could also have roles as:

- assistant project manager
- business change manager
- junior/senior project manager
- project coordinator/officer

SUPPLY CHAIN MANAGER

Supply chain managers are responsible for the movement of goods, from manufacturers and suppliers to the customer. They oversee and manage every stage of the production flow, from purchasing the raw materials to the delivery of the final product.

You'll ensure the right amount of product is made at the right time, as well as coordinate the storage of the product. Organising the movement of goods from distribution centres to customers and stores involves forecasting trends and managing inventories.



MARKETING

ADVERTISING ACCOUNT EXECUTIVE

You'll work within an advertising or multi-service agency, acting as a link between the agency and its clients. You'll be responsible for the coordination of advertising campaigns and therefore communicating clearly to all those involved. You may also be known as an account handler.

It is vital to understand the needs of your clients, which you'll learn through liaising closely with them throughout campaigns, often on a daily basis. You'll also manage administrative and campaign work to ensure that advertising projects are completed on time and on budget.

MARKET RESEARCHER

You'll collect and analyse data and information to present to your clients. The information you provide helps them to make informed political, social and economic decisions.

You may be employed directly by a company (known as client-side), where you'll collect information on customer opinions, investment and marketing trends. The majority of market researchers, however, are employed by marketing agencies that range in size, where work is carried out on numerous projects for different companies and industries.

MARKETING EXECUTIVE

You'll contribute to and develop integrated marketing campaigns to promote a product, service or idea. It's a varied role that includes:

- planning
- advertising
- public relations
- event organisation
- product development
- distribution
- sponsorship
- research

Many organisations have marketing departments, meaning that you can work in both the private and public sector in areas ranging from finance, retail and media to voluntary and charitable organisations.

The exact nature of your role will vary depending on the size of the organisation and sector and whether the focus is on selling a product or service, or on raising awareness of an issue that affects the public. Marketing executives may also be known as marketing officers or co-ordinators.

MEDIA BUYER

You'll negotiate, purchase and monitor advertising space and airtime on behalf of clients. The aim is to reach the highest number of people in your target audience at the lowest possible cost.

Roles tend to be based in advertising and media agencies. You may work across several or all media, including:

- cinema
- internet
- magazines
- newspapers
- posters
- television

MEDIA PLANNER

You'll identify which media platforms will best advertise your client's brand or product. You'll work within advertising agencies or media planning and buying agencies, with the aim of maximising the impact of advertising campaigns through a range of media platforms.

By combining creative thinking with factual analysis you'll develop appropriate strategies to ensure that campaigns reach their target audiences as effectively as possible. You'll also apply a knowledge of media and communication platforms to identify the most appropriate mediums for building awareness of a client's brand.

PUBLIC RELATIONS OFFICER

Public relations (PR) is about managing reputation. A career in PR involves gaining understanding and support for your clients, as well as trying to influence opinion and behaviour.

You'll use all forms of media and communication to build, maintain and manage the reputation of your clients. These range from public bodies or services, to businesses and voluntary organisations.

You'll communicate key messages, often using third party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between an organisation and its public.

SALES PROMOTION ACCOUNT EXECUTIVE

Sales promotion account executives create and run promotional marketing campaigns to increase the sales or the use of a product or service. In this role, you would entice customers with a range of strategies, including competitions, samples, coupons, promotions and point-of-sale displays.

These incentives reach the consumer in a variety of ways, such as in retail outlets, at events and exhibitions, through direct mail, press advertising, websites, text messaging and social media.

You will usually be involved in all stages of the process, making sure a campaign runs smoothly. You have to keep everybody involved in the campaign informed and up to date, and provide central administrative support to the team.

SOCIAL MEDIA MANAGER

Your overall purpose as a social media manager will be to lead an organisation's social media strategy in order to boost visibility and customer and client engagement. This typically involves managing an organisation's online presence by developing a strategy, producing good content, analysing usage data, facilitating customer service and managing projects and campaigns.

Social media management can be a distinct role in larger organisations and is sometimes known as social media co-ordination. In small and medium-sized companies, the role may be combined with other marketing and communications responsibilities. In agencies the term social media account manager is often used.



HUMAN RESOURCES

HUMAN RESOURCES OFFICER

You'll develop, advise on and implement policies relating to the effective use of staff in an organisation.

In the role your aim is to ensure that the organisation you work for employs the right balance of staff in terms of skill and experience, and that training and development opportunities are available to colleagues to enhance their performance and achieve the company's business aims.

HR officers are involved in a range of activities whatever the size or type of business. These cover areas such as:

- conditions of employment
- equality and diversity
- pay
- recruitment

RECRUITMENT CONSULTANT

Your remit will be to attract the right candidates and match them to job opportunities with your clients. Therefore, building relationships with employers to know what they're after is key - as is the ability to screen candidates for their suitability for advertised vacancies.

Long office working hours are typically the norm, so be prepared to perform to your maximum and endeavour to meet targets. In this industry, your degree subject will only become valuable if you're looking to work in an agency that has a specific market focus in this area.

LIFE / CAREER COACH

Far more than simply offering guidance, the role is about building relationships with your clients, with the goal of empowering them to make strong choices. You'll be utilising your excellent communication skills, helping to identify an individual's key strengths, suggesting areas for development and encouraging them to set positive objectives. As well as one-to-one sessions, there's also the possibility of delivering group workshops.

A background in business or HR and training may be useful in some areas - for instance, career coaching - but it will depend on your chosen area of specialism and whether you work for an organisation or are self-employed. Accreditation can be obtained from professional bodies such as the Association for Coaching (AC).

TRAINING AND DEVELOPMENT OFFICER

You'll handle the learning and professional development of an organisation's workforce. It's your job to equip staff with the knowledge, practical skills and motivation to carry out their work activities effectively.

Increasingly, you'll be required to be strategic rather than reactive, assessing the skills and knowledge within an organisation and determining what training is needed to grow and retain these skills. You'll either deliver the training yourself or arrange for a third-party trainer to do it.

Jobs may be advertised under different titles including learning and development officer/adviser, training officer/manager or learning officer/manager.



FINANCE

CHARTERED / CERTIFIED ACCOUNTANT

You'll give advice, audit accounts and provide trustworthy information about financial records. This might involve financial reporting, taxation, auditing, forensic accounting, corporate finance, business recovery and insolvency, or accounting systems and processes.

You'll have the choice of many different settings to work in, including public practice firms and industry and commerce, as well as in the not-for-profit and public sectors. Working strategically, your aim will be to maximise profitability on behalf of your client or employer.

You will offer a variety of services to an internationally recognised standard. You can work within a range of sectors including public practice, financial services or the corporate sector. In many cases, your main aim will be to maximise profitability and efficiency or ensure value for money on behalf of your employer or client.

CHARTERED MANAGEMENT ACCOUNTANT

You'll prepare, develop and analyse financial information for an organisation's management team to use when making well-informed decisions, which will help to secure future stability, growth and profitability.

You'll establish and maintain financial policies and management information systems, as well as provide a high-quality support service by liaising with management colleagues on all aspects of finance. The role combines accounting and business management skills.

A chartered management accountant's role is to look to the future. You'll analyse the performance of a business and advise on how to prevent problems, adapt to changing circumstances and improve value. You may work in a specific division or across the whole organisation.

COMPANY SECRETARY

Company secretaries are responsible for ensuring that an organisation complies with standard financial and legal practice and maintains high standards of corporate governance. Although, not strictly required to provide legal advice, they must have a thorough understanding of the laws that affect their areas of work.

A company secretary, also known as head of governance, holds a strategic position at the heart of governance operations within an organisation and acts as a point of communication between the board of directors and company shareholders - and in some cases an organisation's executive management.

STOCKBROKER

Stockbrokers are individuals who buy and sell stocks and other securities for retail and institutional clients, through a stock exchange or over the counter, in return for a fee or a commission.

Depending on the client base, stockbroking can be:

- institutional - services are provided to fund managers and other financial institutions. Institutional clients are generally quite knowledgeable and independent from the broker - they can also use different stockbrokers for different markets. Institutional broking brings higher revenue for the stockbroking firm.
- retail - services are provided to retail investors, who are generally wealthy individuals and with whom stockbrokers work directly.

For more information on job profiles please visit some of the most widely used sites for careers support which provide greater detail than this overview.

- prospect.ac.uk/
- targetjobs.co.uk/
- nationalcareersservice.direct.gov.uk/

WORK EXPERIENCE

There are 3 main components to all work experience programmes at The University of Law and various ways of gaining work experience whilst studying at the University of Law Business School:

2. PRACTICAL

Experience in the workplace
Learning on-the-job
Build your network
Expand your comfort zone

**VARIETY OF
OPTIONS AND
OPPORTUNITIES
AVAILABLE**

1. PREPARATION

Analyse your skills
Improve relative weaknesses
Further enhance strengths
Develop your application strategy

**TUTORS AND
EMPLOYABILITY
SERVICE**

3. POST EXPERIENCE

Reflect on successes and learning points
Obtain feedback from supervisor
Reconcile to your academic studies
Re-analyse your skills

**MODULE
ASSESSMENT**

SECTOR INTERNSHIP

Within many of the undergraduate degree programmes, level 6 students can opt to take a 40 credit 'sector internship' module. This gives students academic credits for short-term, part-time, degree-related internships. Students are required to arrange their own internship which would be approved by the university and run across a maximum of two semesters. Many smaller and medium sized enterprises (SMEs), as well as creative and social-welfare employers, do not always promote internships and could be approached individually on a speculative basis.

SECTOR PROJECTS

Undergraduates can opt for this 40 credit module at Level 6. A specific piece of work is undertaken at an employer's premises with approval and input from tutors.

PLACEMENT

At ULBS a placement is an extended period of work-based professional experience, usually lasting between 6 and 9 months. It is an opportunity to gain valuable work experience related to your study.

SPRING AND SUMMER VACATION INTERNSHIPS

These intensive programmes, usually lasting 8–12 weeks during the summer and approximately one week during the spring, are designed to give an impression of a particular organisation and industry. They can be well paid and are often highly competitive. Summer internships often take place in the penultimate year and are designed as a recruitment tool. Spring internships for first year students offer short exposure to industry within the financial, banking and IT sectors.



USEFUL WORK EXPERIENCE RESOURCES

Below are just a few examples of places to find work experience. Check out the careers pages of particular companies you are interested in too.

The Prospects Website - prospects.ac.uk/work_experience.htm

gives information and advice about finding work experience and internships.

TargetJobs - targetjobs.co.uk/work-experience

advertises a range of schemes in a variety of sectors for a searchable database of schemes.

Rate my placement - ratemyplacement.co.uk/

A fun website which offers advice and information about a variety of schemes, including reviews from previous students.

Milkround - milkround.com

Indeed.co.uk a collection of internship positions from a range of job boards/agencies across the UK

Guardian Jobs - jobs.theguardian.com

search and apply for internships across the UK

Inspiring Interns - inspiringinterns.com

internships and graduate jobs

MAKING APPLICATIONS

Information is available from the University once you have accepted a place and on the CMI career development centre site, CDC. Some top tips are shared to get you started:

CURRICULUM VITAE

The curriculum vitae (CV) is the traditional method of application, and is widely used throughout graduate and other recruitment. You will still need a CV, even if you are applying to organisations that use application forms, for two main reasons. Firstly, the information on your CV forms the basis of many of the answers you will need to give on application forms and is therefore a helpful resource; and secondly, having an up to date CV to hand is useful when applying for work experience or to pass to a useful contact.

TOP TIP FOR A GOOD CV

TARGET YOUR CV

You need to adapt your CV to each individual recruiter, so that they can see an obvious 'fit' with their organisation.

COVERING LETTER

You will often be asked to accompany your submission of a CV with a covering letter.

TOP TIP FOR A GOOD COVERING LETTER

Structure your letter to cover 3 key elements:

- A. the purpose of your application (the vacancy you are applying for, where you saw it)
- B. why them ie why you are interested in their organisation
- C. why you ie what you have to offer that is immediately relevant to them/their vacancy (eg your degree or your recent work experience).

APPLICATION FORMS

These are very often standardised documents designed to elicit the key information required by an employer to assist with their initial sift of interested applicants. This may effectively allow content of the CV to be transferred, but perhaps in greater detail than is often the case with the bullet points commonly used on a 2 page summary.

TOP TIP FOR A GOOD APPLICATION

TARGET YOUR APPLICATION

You need to answer every question on the form with the individual recruiter in mind. Try using the 'STAR' approach to describe the Situation or context; Task or problem you faced; Action you took to solve the problem and the Result.

INTERVIEWS

Interviews follow from a successful initial application and offer the opportunity for both parties to engage formally with each other to bring to life the realities of the candidate's CV and the employers' website/brochure.

PHONE INTERVIEWS

These are comparable in terms of the content of the interview but with the absence of body language; the most important form of communication is not in play. You cannot read the interviewer and judge whether something has been interpreted as intended and they can't read you. Generally body language conveys enthusiasm so you have to compensate by using words that demonstrate your commitment.

VIDEO INTERVIEWS

Normal interview rules apply, but there are a couple of additional things to consider. Turn off your mobile phone. It's easy to forget, especially if your video interview is at home. It's best to keep your mobile well away so you are not distracted. The same applies for email, if you are likely to get a notification that will distract you, close the program for the duration of the video interview call. Listen carefully to instructions

Assessment Centres

The modern day employer is very lucky – lots of high calibre applicants showcasing cvs packed with work experience and their employability skills shining forth alongside academic achievements. They turn up on time for interviews and most give a strong account of themselves.

Assessment Centres have been used for some time, becoming an Assessment Day or even days as this element continually evolves to challenge even the best prepared candidates. By putting participants into a new environment, with people they don't know, setting tasks that are unfamiliar and need to be completed within a tight timescale, you create the perfect recipe for people to reveal their true selves. There is no right or wrong approach, it really is about behaving as you would do in the workplace and then allowing assessors to determine whether you are the right fit.

Professional Employability Programme

Success in securing an entry opportunity often marks the start of a potentially long career, especially with the retirement age edging closer to 70. So in many ways, the hard part is still ahead.

This Professional Employability Programme is designed to explore some of the challenging aspects of the workplace, offer some insights on why these arise and encourage reflection and planning so you can respond positively to these challenges.

TOP TIP FOR INTERVIEW SUCCESS

SHOW THEM YOU ARE A GOOD FIT:

Aside from reinforcing your capability as outlined in your application / cv, ensure that you show that you want this job not any job.

10 USEFUL STEPS TO HELP YOU DEVELOP YOUR CAREER:

