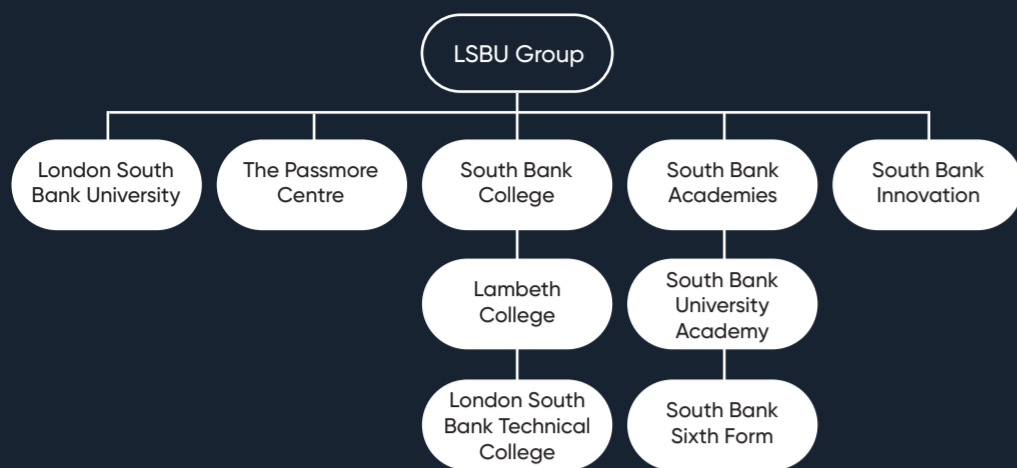


Fit for the future, ready for the real world.

Our goal is to help you succeed, no matter what your age, background, or educational experience. We provide career-focused pathways across all levels, from Entry to Level 8, providing high-quality education and sector specific learning to prepare you for your life beyond education and qualifications.



Joining LSBU Group gives our students unrivalled access to educational opportunities, advice and guidance as well as sought-after apprenticeships and work placements. Our students are guaranteed progression to both LSBTC and LSBU*.

Whether your next destination is within LSBU Group or elsewhere, we are one of a handful of providers who offer students the opportunity to progress to one of our new Level 4 one-year courses. Successful completion of this enables our students to fast-track to year 2 of an LSBU degree, saving money as well as providing a standalone qualification that employers recognise should you decide to leave your studies there.

*after successful completion of a Group qualification that has a progression route

Part of LSBU | GROUP



Further information about careers in Business, Accounting, Finance, Economics and Marketing can be found here:

- www.careerpilot.org.uk
- www.startprofile.com
- www.careersmart.org.uk
- www.nationalcareers.service.gov.uk
- www.prospects.ac.uk
- www.allaboutcareers.com

Places on Business, Accounting, Finance, Economics and Marketing courses, at all levels, are highly sought-after every year. If you believe this is the career pathway for you, but you lack hands-on experience, then we advise you to seek a voluntary placement prior to applying.

The following websites are a great place to start:

- www.aat.org.uk
- www.accounting.com
- www.cips.org
- www.iibauk.org
- www.accaglobal.com
- www.cim.co.uk
- www.icsa.org.uk
- www.ismprofessional.com

LSBU | GROUP



BUSINESS, FINANCE ECONOMICS AND MARKETING



The Need for Business, Finance, Economics and Marketing Roles

London has the highest number of businesses per resident of any region in the UK (1,402 per 10,000 residents).

There are over 2.4 million people employed across the UK in the Financial and Professional Services (FPS) industry; with over 1.1 million in financial services (FS) and more than 1.3 million in related professional services.

Around half of the sector's output is generated in London.

The sector produces £278 billion of economic output, which is 12% of the entire UK's economic output.

An Introduction to Business, Finance, Economics and Marketing

When people talk about the 'business sector', they're generally referring to the UK's private sector businesses, but the term 'business' is far-broader than that; encompassing any and all activity that helps an organisation to run effectively and efficiently, stay profitable, and generate money.

A big part of the UK's business sector - and one that is consistently driving the nation's growth - is the Financial and Professional Services (FPS) industry.

There are currently over 5.5 million private sector businesses in the UK employing 27 million+ people and generating in excess of £4 trillion of economic output. With over 200,000 new businesses starting up in the UK each year, these numbers are only going to grow.

One thing all businesses have in common, is that they require the support of six specialist business functions - often referred to as professional services. These functions are finance (accounts), human resources (HR), sales, marketing, public relations (PR), and management consultancy. With such a huge array of exciting, rewarding, and in-demand careers available, this dynamic industry is sure to have a pathway to suit your skills and match your ambition.



Studying at LSBU has given me hands-on experience from the start, helping me build real skills in areas like pitching, public speaking, and managing projects. I've had the opportunity to take on my own projects, which has helped me understand how things work in the real world, not just in theory. Through internships and industry connections, I've gained valuable experience alongside my studies, developing my confidence and improving my organisation and communication skills.

Tomas L
Marketing BA
LSBU



Is Business, Finance, Economics and Marketing the Right Pathway for You?

Gaining the necessary qualifications, and undertaking voluntary placements, can teach you the knowledge and expertise you will need in this sector, but there are a number of personal qualities and transferrable skills that are essential for a successful and rewarding career in the Business, Finance, Economics and Marketing industries: You'll need to have excellent verbal and written communication skills; a high amount of commercial awareness and business acumen, with the ability to think strategically; in-depth knowledge of maths, economics and accounting; analytical thinking skills and be adept at problem-solving; a methodical approach to your work, combined with strong organisational and time-management skills; pay attention to even the smallest of details, often dealing with large amounts of data; possess a flexible approach to work and be open to change; have the ability to work both under your own initiative and as part of a wider team; possess a thorough working-knowledge of computer systems and applications, and be highly-competent in the use of a variety of specialised accounting and business software packages.

Careers in Business, Finance, Economics and Marketing

Whether you're a demon with numbers and statistics, have a talent for project management, want to flex your creative muscles in marketing, or are looking for a career that will make the most of your business acumen, Business and Finance is constantly looking for talented, driven, and qualified recruits to drive the nation's financial growth.

1.4 million businesses have a multi-person workforce; there are nearly 36,000 'medium' sized businesses, employing 3.5 million people, and nearly 8,000 'large' businesses, employing 10.6 million people. London has the highest number of businesses per resident of any region in the UK, with 1,402 businesses per 10,000 residents, and is one of the two biggest financial hubs in the world.

With 90% of the UK's Financial and Professional Services (FPS) employers have experienced skills shortages within the past year, it's clear to see why companies are crying out for well-trained, qualified recruits in positions of all levels. Your required qualifications will depend on how specialised your chosen career path is, and the competition for positions with your preferred employer. For example, many large financial and corporate business employers will offer graduate schemes and will generally require a 2:1 (or above) in a job-related subject for business management, economics, and senior marketing positions. However, vocational qualifications, training contracts, or Apprenticeships - particularly in accountancy roles - can be viewed as equally as desirable by certain employers.

The average salary for a qualified Accountant is between £36k to £40k per year, but this can rise to around £65k with sufficient experience. Highly-experienced Chartered Accountants can earn up to £135k p.a.; Business Analyst salaries range from £21k to £31k, rising to the £35k to £65k range with significant experience, while Senior Business Analysts can earn up to £100k p.a.; a trainee Company Secretary earns between £20k to £30k, but once fully-qualified, with significant experience, they can earn up to £82k p.a., secretaries for multi-national groups can earn in excess of £200k a year; a graduate Financial Advisor earns between £22k to £33k, but with experience this can go as high as £60k for senior management roles, and wealth managers for private banks can earn in excess of £100k; HR Officer salaries range from £24k to £35k per year, while as an HR Manager you could earn between £35k to £55k p.a. HR Directors can earn in excess of £80k per year; Marketing Executives earn between £20k to £45k, and a Marketing Manager can expect to earn between £45 to £60k, while a Marketing Director can earn in excess of £100k per year.

There are plenty of opportunities open to you. Here are just a few ideas:

- Accountant
- Accounting Technician
- Auditor
- Bank Manager
- Bookkeeper
- Business Administrator
- Business Advisor
- Business Analyst
- Business Project Manager
- Company Secretary
- Corporate Responsibility Practitioner
- Credit Controller
- Digital Marketing Executive
- Economist
- Finance Officer
- Financial Advisor
- HR Manager
- HR Officer
- Insurance Broker
- Investment Analyst
- Management Accountant
- Marketing Manager
- Payroll Manager
- Procurement Manager
- Sales Manager (B2B / B2C)
- Stockbroker

BUSINESS, FINANCE, ECONOMICS AND MARKETING LSBU | GROUP



ENTRY LEVEL
Award, Certificate (ELC), Diploma
English for speakers of Other languages (ESOL)
Essential skills
Functional skills
Skills for Life

English/ Maths	ESOL English for Speakers of Other Languages	ESOL 16-18s study programme	Adult Basic Skills - Digital, Employability, Numeracy, Skills for Life, Literacy	Sector based Work Academy Programmes	Introductory Certificate in Business	Inclusive Learning – Preparation for Employment/ Independent Living Skills/Learning for the Community/Life and Work Skills, Practical Living Skills/ Progression to Life and Work/ Preparation for Work and Supported Internship
----------------	--	-----------------------------	--	--------------------------------------	--------------------------------------	--

LEVEL 1
First Certificate, Award, Certificate, Diploma, ESOL
Essential skills
Functional skills
National vocational qualification (NVQ)

Business	English/Maths	ESOL English for Speakers of Other Languages
----------	---------------	--

LEVEL 2
Intermediate Apprenticeship, Award, Certificate, Diploma, ESOL
Essential skills
Functional skills
GCSE
NVQ

Certificate in Accounting AAT	Business	ESOL English for Speakers of Other Languages	Foundation year in Business
English/Maths			

LEVEL 3
Access to HE Diploma
Advanced Apprenticeship
A Level
Applied General
Award, Certificate, Diploma, ESOL
NVQ
T Level

Business Administrator Apprenticeship ^{APP}	Diploma in Accounting AAT	Business	Management & Administration - Team Leadership/ Management Pathway ^T	Team Leader/ Supervisor ^{APP}	L3 Access to HE Diploma Business Studies
Business and Finance	Accounting ^T	Range of A Level options	Business	Economics	Marketing ^T

LEVEL 4
CertHE
Higher Apprenticeship
HNC
Award, Certificate, Diploma
NVQ

BA Hons Business Management with pathways in: Business Finance or Marketing ^F	BA Hons Accounting and Finance ^F	BSc Digital Marketing ^{APP}	BSc Hons Economics - Business Strategy Pathway	BA/BSc Hons International Business Management	BA Hons International Management ^F	BA Hons Marketing with Advertising and Digital Communications	BSc Hons Marketing with Digital	CertHE Accounting and Finance	HNC Professional Diploma in Accounting (AAT)
								Diploma in Accounting AAT	Leadership and Management

LEVEL 5
DipHE
Foundation Degree
HND
Award, Certificate, Diploma
NVQ

LEVEL 6
Degree Apprenticeship
Degree (with or without Honours)
Graduate Certificate/Diploma
Award, Certificate, Diploma
NVQ

LEVEL 7
Integrated Master's Degree
Award, Certificate, Diploma, NVQ, Master's Degree
Postgraduate Certificate / Diploma
Postgraduate Certificate in Education (PGCE)

BSc Hons Marketing with Digital	MA Management	MSc Project Management	PgCert Project Management	PgCert Leadership and Management: Homelessness and Housing
---------------------------------	---------------	------------------------	---------------------------	--

LEVEL 8
Doctorate (PhD or DPhil)
Award, Certificate, Diploma

PhD Accounting and Finance	PhD Business and Enterprise	Dlitt Business Management and Marketing	PhD Management, Marketing and People
----------------------------	-----------------------------	---	--------------------------------------