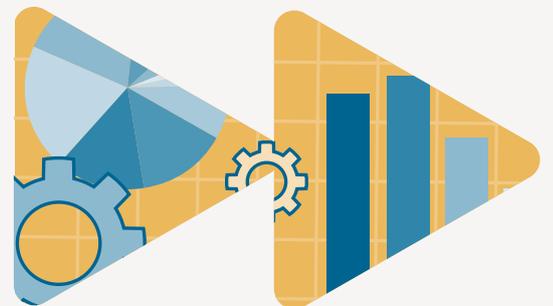




# My Learning, My Future



Where can studying Business Studies take you?

# Introduction

At The Careers & Enterprise Company, our mission is to help schools and colleges to inspire and prepare young people for the fast-changing world of work.

My Learning, My Future is a suite of resources that has been developed by The Careers & Enterprise Company in partnership with Skills Builder to help you speak confidently about the careers related to your subject as well as the various pathways and skills needed by employers.

## Benchmark 4

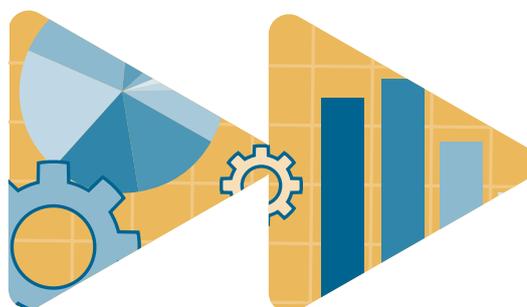
Linking curriculum learning to careers. Bring your subject to life by providing real-life examples from the world of work to help motivate and inspire students.

[Learn more](#)



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# How to use this guide

In this guide and supporting documents, you'll find resources to engage your students in curriculum learning, supporting work towards Benchmark 4, by highlighting the relevance of your subject to future careers and opportunities.

Explore the four key areas of the guide to inspire your students about where your subject can take them in the future.

## Why study Business Studies?

Access key resources that link to your subject area that can be used in your lessons to help your students explore future careers.

## Essential Skills

Learn how you can engage with Skills Builder to help students identify and develop essential skills linked to your subject.

## Careers in the Curriculum

Discover resources and inspiration to link careers to the curriculum, employer engagement and extra-curricular opportunities.

## Pathways

Take a look at a wide variety of resources that focus on the pathways a young person can follow to a career linked to the subject.

The background features a grid pattern in shades of orange and yellow. A large white speech bubble is positioned on the left side, containing the text. To the right of the text is a blue globe icon. Below the globe is a large orange gear icon. At the bottom center, there is a circular area containing two blue speech bubble icons. In the top left corner, there is a blue gear icon. The overall design is clean and modern, using a color palette of blues, oranges, and yellows.

# Why study Business Studies?

# Why Study Business Studies?

There is a wealth of resource to support you in raising opportunity awareness as you highlight the relevance of your subject to future careers.

This section will connect you with key resources and links for students to explore opportunities linked to your subject area with the aim of motivating and inspiring your students about the world of work and pathways to a career using Business Studies.

There are a number of examples of roles and activities to support student opportunity exploration.



## Activity Ideas

1|



Encourage students to research and present on roles of interest to them linked to your subject.

2|



[Click here to access a student facing PowerPoint slide deck,](#) which will support you in highlighting the relevance of your subject with content taken from this guide.



## Resources to highlight the relevance of your subject

- [Download Where Can Business Take You Poster by National Apprenticeship Service.](#)
- [Jobs that use Business BBC Bitesize Careers.](#)
- [Why it Matters: Business and Economics.](#) The Why It Matters resources have been designed by Loughborough University to help students to understand where studying different subjects (both post 16 and post 18) might lead



## Labour Market Information

- The [LMI for All](#) portal provides high-quality, reliable labour market information (LMI) to inform careers decisions.
- Help your students to find out what a job involves and if it is right for them with [National Careers Service](#)
- National Careers Week [Future of Work Guide](#)

## Explore a career as a...



## Financial Adviser

Financial advisers help people and organisations to choose investments, savings, pensions, mortgages and insurance products.

[See Case study](#)

[Visit National Careers Service to learn more](#)



## Sales Manager

Sales managers organise, coach and lead teams of sales representatives to work towards agreed targets.

[See Case study](#)

[Visit National Careers Service to learn more](#)

## Business Analyst

Business analysts work with organisations to help them change and improve.

[See Case study](#)

[Visit National Careers Service to learn more](#)





## Chief Executive

Chief executives plan and put into place policies to help their organisations be successful.

[See Case study 1](#)

[See Case study 2](#)

[Visit National Careers Service to learn more](#)

## Insurance Broker

Insurance brokers use their knowledge of the insurance market to help find the right cover, at the best price, for their customers.

[See Case study](#)

[Visit National Careers Service to learn more](#)





# Essential Skills

# Essential Skills



A critical part of effective careers provision is building students' essential skills. These are the skills that underpin success in the classroom and the world of work such as Teamwork, Problem Solving, Speaking and Listening. Students need to be able to recognise their skillset and talk about it confidently too. They will probably be using them already in your lessons, but this can be a confusing space, with lots of overlapping terminology.

The Skills Builder Universal Framework has been developed by The Careers & Enterprise Company, [Skills Builder Partnership](#), Gatsby Foundation and others to address this problem.

The Framework breaks down eight essential skills into 16 teachable steps. It outlines a roadmap for progress, giving educators and employers a common language for talking about the skills that are essential for employment. [You can explore the Interactive Framework here.](#)

As a teacher, you can also create a free account on the [Skills Builder Hub here](#). There's over 300 short lessons and a suite of other resources too. We have picked three essential skills that are likely to come up in your lessons. These short lessons are perfect for pastoral time and starters/plenaries.

## Key Skill



## Overview

Supporting, encouraging and developing others to achieve a shared goal

[Overview video](#)

## Resources

[Key stage 3](#)

[Key stage 4](#)



The ability to set clear, tangible goals and devise a robust route to achieving them

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)



The ability to set clear, tangible goals and devise a robust route to achieving them.

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

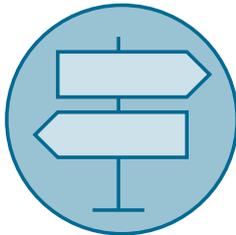


# Careers in the curriculum

# Careers in the Curriculum

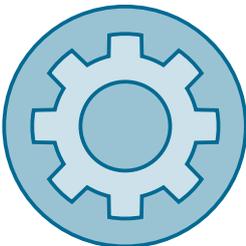
Young people critically need support to see and understand their future and ensuring that careers learning is delivered in all subjects has benefits clearly aligned to the priorities of schools and colleges and to positive outcomes for students. There are three different approaches to careers in the curriculum to consider:

1 |



Highlight the relevance of your subject to future careers and opportunities.

2 |



Set curriculum learning within the context of careers and the world of work.

3 |



Deliver curriculum learning through employer encounters, experiences of work and/or extra-curricular opportunities.

## Embed careers in curriculum teaching and learning

There are some excellent examples of how curriculum teaching can be put into the context of careers and the world of work. Here are some examples of resources linked to your subject for inspiration:



### My Week of Work Lessons:

- [Introducing the world of Human Resources. These lessons cover work/life balance, dealing with stress at work and self-reflection, considering which careers options would suit you.](#)
- [Introducing the world of Marketing. These lessons cover innovative thinking, creativity, marketing campaigns and promoting yourself as a brand.](#)
- [Introducing the world of Recruitment. These lessons cover the skills employers look for, how businesses recruit, entrepreneurship and](#)





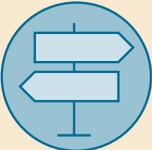
# Pathways

# Pathways

When it comes to the question of what to do at key decision points, there are a lot of options to consider. Therefore, the Department for Education has put together a couple of simple and handy guides to inform young people and their parents about the options available to them. These include:

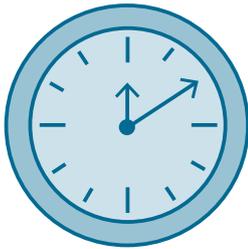
- A [route comparison grid](#) which shows all of the routes available after GCSEs, along with additional information on each one, such as the level of study, entry requirements, duration of the course, and where it can lead.
- A [2-minute animation](#) showcasing and explaining each choice in a simple, dynamic and visual manner.

The Department for Education T Levels team has created a helpful [T Level Guide](#) for Teachers and Careers Advisers, giving a comprehensive oversight of this exciting qualification.

Pathway options	
 <p><b>Example Post</b> <b>16 Routes</b></p>	<p><a href="#">T-Level Digital Business Services</a></p> <p>A-Level Business Studies/ Accounting/Economics, etc.</p> <p>BTEC Business/Enterprise and Entrepreneurship/ Personal &amp; Business Finance, etc.</p>
 <p><b>Degree Ideas</b> <b>Explore options</b></p>	<p>Business Management</p> <p>Business Analytics</p> <p>Film Business and Entrepreneurship</p> <p>International Business Management</p> <p>Business and Events Management</p>
 <p><b>Apprenticeship</b> <b>Ideas</b></p> <p><a href="#">Download resource</a></p>	<p>Business Adviser</p> <p>Chartered Accountant</p> <p>Data Analyst/Data Scientist</p> <p>Supply Chain Manager</p> <p>Project Manager</p>

# Activity Ideas

1|



Encourage students to identify a job related to your subject that they will be doing in ten years' time and ask them to present the pathway they took to that role.

2|



Encourage students to research local options at 16/18 in pathways related to your subject that interest them.



## Resources to highlight pathways from your subject

[Download My Learning, My Future Key Stage 3 presentation deck.](#)

[Download Where Can Business Take You Poster by National Apprenticeship Service](#)

Share the 'Work-It' Videos from the Careers and Enterprise Company

[Beejay video](#)

[Bintou video](#)

# Extension and Employer Engagement Opportunities linked to your subject



## Here is some inspiration to enhance student engagement in your subject:

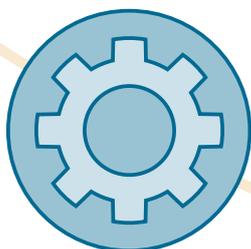
Forum Talent Potential is a tried-and-tested CPD process that builds the capacity of teaching professionals to create meaningful learning experiences in partnership with local employers and equip young people for life beyond school. It helps fulfill Gatsby benchmarks for 'Good Career Guidance' and Ofsted requirements for a 'Rich Curriculum' and each child's 'Personal Development', contributing to school improvement strategies. Find out more with the 'Getting Started Pack'

Case Studies for your subject:

- KS4 GCSE Business Studies '[Investigating Small Business and 'Understanding External Influences on Business'](#)
- KS4 GCSE Business Studies '[Recruitment, Retention and Motivation of Staff'](#)

## Loughborough University

- [Why it Matters: Business & Economics](#). The [Why It Matters](#) resources have been designed by Loughborough University to help students to understand where studying different subjects (both post 16 and post 18) might lead
- [HE in a Box Subject Box 'Business'](#) (Loughborough University): This box aims to bring out students' inner-entrepreneur by tasking them with creating a mock eatery for their local area.
- [HE in a Box Subject Box 'Marketing'](#): This box challenges students to think about how to create a brand identity. Learners will explore the importance of marketing in creating an identity that connects with consumers, and will also have the opportunity to this theory into practice through creating their own brand and connected marketing strategy.
- [HE in a Box Success in a Box 'Human Resources'](#): This box introduces students to the role of a Human Resources Officer within a global organisation. Participants will explore the responsibilities of the role by addressing the challenge of retaining good staff by exploring rewards packages and proposing their own ideas for what these could look like.
- [HE in a Box Success in a Box 'Purchasing'](#): This box challenges participants to consider the decision-making process of a Buyer within a global organisation. Students will to carry out the research and processes involved with selecting a new supplier and effectively communicate the reasoning behind their choices.





### Barclays Life Skills

Barclays Life Skills resources help the development of financial capability including money management

### Young Enterprise & Young Money

Access the Young Enterprise & Young Money Teachers Hub here

### Peter Jones Foundation

Peter Jones Foundation Established in 2005 with the vision to encourage, educate and empower young people to achieve their potential.

- Give learners the experience of setting up and running a micro-business in school with the chance to meet Peter Jones CBE of BBC's Dragon's Den fame.
- Help learners develop a range of core key enterprise skills through the Peter Jones Foundation's set of free downloadable challenges.

### National Saturday Club

Fashion & Business: Run in association with the British Fashion Council, the Fashion & Business Saturday Clubs offer a broad and up-to-the-minute view of the global fashion industry, from materials technology and trend forecasting to fashion journalism and retail management.



# Employer engagement

You may wish to invite someone from the world of work in to support you in highlighting the relevance of your subject to careers. Use the below guidance to help you.

Key Questions	Guidance
<p>What are you are looking to achieve?</p> <p>Try and be as clear and purposeful as possible when framing an 'ask' of employers</p>	<p>What are the planned outcome(s)? i.e.</p> <ul style="list-style-type: none"> <li>• For students and parents/carers to understand the relevance of your subject to careers.</li> <li>• To encourage students to consider pursuing your subject to GCSE level.</li> <li>• For students to have an insight into <a href="#">key labour market information</a>.</li> </ul>
<p>What benefits would there be to the employer for supporting?</p>	<p>For emotional reasons:</p> <ul style="list-style-type: none"> <li>• Personal connection, e.g. they have family at the school or a relative works at the school or college.</li> <li>• History, e.g. they are an alumni of the school or college.</li> <li>• Locality, a local employer wants to give something back to the local area.</li> </ul> <p>For commercial reasons:</p> <ul style="list-style-type: none"> <li>• Skills shortages – to attract young people into their industry.</li> <li>• To help change perceptions of certain industries.</li> <li>• Corporate Social Responsibility (CSR) positioning – being seen to give something back.</li> </ul>
<p>How to engage an employer?</p>	<p>Speak to your Careers Leader to access contacts that already exist in the school. Try:</p> <ul style="list-style-type: none"> <li>• Staff networks (e.g. family, friends, Governors).</li> <li>• Student networks (parents, relatives).</li> <li>• Alumni network.</li> <li>• Supply chains (IT, Catering, Maintenance).</li> <li>• If your school or college has an Enterprise Adviser, they may have wider employer links or suggestions.</li> <li>• Social media appeal with a clear ask.</li> </ul>
<p>Format</p>	<p>Articulate where, when and how the encounter will take place.</p> <p>Would you like someone to create a video/take part in a recorded Q&amp;A or is this a physical invitation into a lesson?</p>
<p>Recording and Evaluation</p>	<p>How will you evaluate the session and get a temperature check of value from students and the employer?</p> <p>Remember to communicate activity and student register to Careers Leader as this supports Gatsby Benchmark 4 and potentially 5/6.</p>

# Acknowledgements



**With special thanks to the following organisations for their support and insight into developing the My Learning, My Future resources:**

Amazing Apprenticeships

BBC Bitesize

Education & Employers, icould

Forum Talent Potential

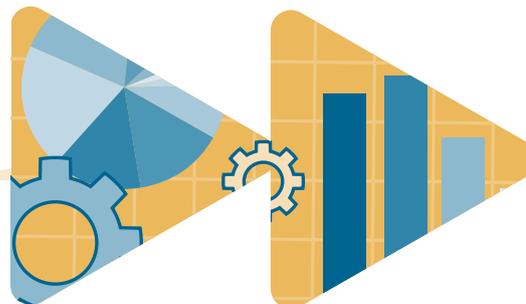
LMI for All

Loughborough University

National Careers Service

National Careers Week

Skills Builder Partnership



# My Learning, My Future

If you have any questions about this guide,  
contact us at:

[education@careersandenterprise.co.uk](mailto:education@careersandenterprise.co.uk)

Access all resources at:

[resources.careersandenterprise.co.uk/  
my-learning-my-future](https://resources.careersandenterprise.co.uk/my-learning-my-future)



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