

What's the Point in

GROW YOUR
SMALL
BUSINESS!

Business Studies?

To help you understand the value of business studies, we've spoken to a number of professionals who still use the skills, qualities and knowledge they gained from the subject at school in the work they do today. Turn over to find out who they are, what they do and what they had to say....

What's the point in business studies?

The Development Manager

My current role is all about working with partners to deliver new capability for their own customers and for them to be successful. Business Studies has given me the foundations for working with others, from understanding the role of different stakeholders to appreciating the importance of delivering both added value to their customers as well as the financial benefits for my organisation.

Joanna Howard, Service Development Manager at Telefonica O2

The Head of Commercial

Regardless of the industry, I have always worked for a business. Therefore, I have always needed knowledge of fundamental business principles such as: financial metrics (how do we make money and is it enough?), operational strategy (what do we do and how do we do it so that we can make money from it?) and marketing (how do we sell our product?). Business studies, even in its most basic form, helped me to create a foundation that has prepared me for any career that involved working with a business.

Mohsin Hussain, Head of Commercial in telecommunications

The Director

I studied Business Studies at A-Level and then took a Business Management degree. The knowledge that I gained has given me confidence with the concepts, terminology, and analytical thinking that underpins everything I do day-to-day now that I am running a business.

Neil Christie, Director at Iomart Group plc

The Tourism Lecturer

My Business Studies course was very helpful when I started my first job as a supervisor at TGI Fridays. I used my knowledge of motivation, satisfaction, and human resources management to create effective selection and training practices; applying this knowledge helped me to advance in my job. Following completion of a PhD, I then moved on to an academic career where I could use people management skills and my understanding of organisations to develop career fairs, placement opportunities, and effective networks for my students.

Sumeetra Ramakrishnan, Lecturer in Tourism at Middlesex University

The Consultant

I studied Business Studies through the Open University because it gave me a great insight into the real world of work. I also learned practical skills such as how to produce reports and statistics, how to deliver presentations, and how to work in a team. My daughter studied A-level Business Studies and has just started her graduate job. The course helped to prepare her for work as she now has first-hand knowledge of marketing, customer service, finance, operational management, and dealing with people.

Hazel Dewey, Lead Consultant at Rowhill Educational Consultancy

The Programme Manager

As the Head of Operations for a financial services software company, I increasingly find that the skills and lessons I learnt at school and university help me better understand the commercial constraints of our company. For my teams to be sustainable, I need more than the skill of ensuring that my costs (salaries, facilities,

insurances, pensions, utilities, and expenses) are lower than my income. I manage 45 people and run a £4m budget; being able to communicate effectively with staff in finance makes the running of my software teams more efficient

Shaun Bigg, Programme Manager at the Association for Project Management

The Coach

I studied Business Studies at postgraduate level (MBA) at London Business School. I found the broad range of learning I gained there (from accounting and finance through to HR and marketing) invaluable to my job. I was able to hold sensible conversations with a wide range of work colleagues and, although I was not an expert in all their areas, we could have good discussions and I could assess the reliability of their inputs which enabled me to make better decisions as a manager. I think I would have been more confident sooner in my career if I had learnt about Business Studies at school.

Carol Rue, Coach at Inspiring Futures

The Talent Director

I have found studying Business Studies at school and university invaluable in both my career and wider life. It helps you understand how some of the big issues in the world (such as Brexit) affect you and society more broadly. It also allows you to be more effective in managing your own finances. Career-wise, my knowledge has enabled me to enter the world of work with a strong understanding of the issues and challenges that businesses face, and has enabled me to progress my career more quickly than if I'd studied something unrelated to business.

Jeremy Phillips-Powell, Group Talent director at Rentokil Initial

The Fashion Photographer

If I were to go back and start all over again, I believe that studying Business Studies would have been invaluable to me. It can be applied to so many areas of life, not just self-employment.

Elsbeth van der Hole, Self-Employed Fashion Photographer

The Company Secretary

As a company secretary, I have responsibility for a wide range of business, legal, and administrative tasks. My Business Studies degree, together with my company secretary qualification, provided a good grounding in these areas. The relevant subjects I studied included corporate strategy, accounting, company law, business administration, and HR. In my degree, I also specialised in European Business Studies and became fluent in German, which I was able to use with my employer's subsidiary company in Germany.

Will Hague, Company Secretary at the Institute of Chartered Secretaries and Administrators



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