



WESTON  
COLLEGE



**CEH**  
CAREER EXCELLENCE HUB

**BUSINESS**

# WELCOME

**A business course can lead to an exciting and diverse industry, with a real range of opportunities available, in a multitude of areas.**

We have decided to launch brand new Career Excellence Hubs, which gives a greater focus on preparing our learners for industry and we would be delighted to welcome you along to our new Business Career Excellence Hub.

Whether it's liaising with businesses in the industry to make sure we're teaching you relevant and up-to-date skills, creating the best facilities and digital platforms in the region for you to study in, or selecting the top teachers with current industry experience - our Business Career Excellence Hub is focused on providing you with the right learning environment to help you reach your potential.

We are about preparing you for a career - what we offer is far more than just a course. Weston College is a diverse and inclusive learning environment, and we reward our students when they go above and beyond their abilities and expectations.

This guide will introduce you to our Business Career Excellence Hub.

I look forward to welcoming you soon.

**Dr Paul Phillips CBE, PhD, DLit, EdD**  
Principal and Chief Executive

There are almost **50,000** people employed as HR Managers or Directors in the South West

The average salary for a **Functional Manager** is

**£48,700**

**24%** of marketing work in the UK is freelance

There are over **500,000** businesses in the South West

# WHAT IS THE CAREER EXCELLENCE HUB?

**As a Weston College student you will become part of our exciting new Career Excellence Hub in Business.**

This means you will take part in a study programme with lots of career boosting benefits, all with the aim of giving you the opportunity to become career ready!

Our mission statement is 'creating brighter futures' and we passionately believe in helping you reach your

ultimate goal, focussing on your future employability and developing the skills you need to have a successful career.

So, whether you're a school leaver or looking to study a full-time programme, our Career Excellence Hubs will help you stand out from the crowd and get ahead!



**“As an employer we are keen to create different pathways for young people and grow our own talent. Our partnership with Weston College enabled us to make some visible changes in how we approach our succession planning and created some great success stories with more to come in the future.”**

**Victoria Barvenova**  
Head of Economy  
North Somerset Council

# WHAT'S IN IT FOR ME?

You'll get to study in **state-of-the-art** learning spaces in our **Knightstone Campus**, using the latest **industry standard** equipment, with concepts and ideas delivered by lecturers who have a wealth of **industry experience**.

We will equip you with 21st Century **employability skills** to progress you onto your next career destination. This will include, working on **'real world learning'** using employer briefs and real-life case studies and scenarios to encourage up to the minute workplace problem solving.

Upskilled with the latest digital tools and technologies as a **Microsoft Showcase College**.

In a rapidly changing world of work, your identity, professional networks, and digital capability will increasingly influence your **future career opportunities**. We'll prepare

you to stand out by showcasing your work and achievements.

If competitions are in your sights, you will also have the option to compete against the best in the UK through our links with **WorldSkills UK**.

You will be supported with outstanding wrap-around pastoral support via our **Wellbeing@Weston** model which provides all learners with access to highly qualified teams of welfare and mental health practitioners and resources all designed to support you **achieve** your **career** goals.

Inspired with personalised **1:1 Careers** Education Information Advice and Guidance, helping you look at all the options available to you for progression to the next step on your career journey.

Regardless of what your **career goal** is or whether you simply need to know what your options are - our team of highly trained careers advisors (Level 6 and above) offer relaxed, impartial advice to get you where you want to be helping you figure out the **best route to achieve your dream career**.

Empowered to learn more about your own **mental health and wellbeing** as part of your journey with us. Our ethos of **Body and Mind** will help you learn to develop coping strategies, build resilience, and access the proven benefits of exercise for wellness.

As well as all of the above benefits of being part of one of our Career Excellence Hubs, Weston College also offers you a fun, social experience designed for you to meet like-minded people, as well as being the only **OUTSTANDING COLLEGE IN THE REGION!**

**OUR BUSINESS CAREER EXCELLENCE HUB IS ENDORSED BY:**



Bristol Law Society



triangle.

We will provide you with **unrivalled exposure** to these employers with enhanced work experience, employer visits, simulation, as well as understanding what it means to be truly inclusive in a **modern** workplace, through valuing other people's diversity and ideas based on the principles of Fairness Respect Equality Diversity Inclusion and Engagement.



*Proud to be part of the WorldSkills UK Innovation Network*



# STUDY PROGRAMMES

We have a range of programmes available in our Business Career Excellence Hub, which will prepare you for a life in the industry.

Whether you want to specialise in finance, or marketing, we have a course for you – **just click on the course**, and it will take you to the course page on our website:



Accounts/Finance

Business

Customer Service

Estate Agency

HR

Leadership and Management

Marketing

Paralegal

Travel & Tourism



# INDUSTRY SKILLS

Through our Career Excellence Hubs you will develop skills for life, which will help you gain employment once you have completed your study programme. We will help you to gain both hard skills, and soft skills, which employers have highlighted as keys skills in this sector, but what exactly are they?

Hard skills are the measurable ones that you list on your CV, and that you may hold certification in. Whereas soft skills are interpersonal, and help you to develop your character, which will benefit you in building relationships with co-workers and customers.

Alongside input from our Career Excellence Hub employer partners and advisory boards, we as a college have invested in powerful Labour Market Intelligence tools

to further guarantee that our curriculum meets employer need. Not only do we use all this information to inform our curriculum design, but it is also used to inform our skills and individual development programme called ID that's purpose is to accelerate your progress towards your career goal and next steps by equipping you with the complete package of knowledge, experiences and skills.

**We have built them into your study programme, meaning you will learn and develop these skills with us:**

## Hard Skills

- Financial Skills
- Management
- Leadership
- Customer Service
- Sales

## Soft Skills

- Communication
- Customer Service
- Leadership
- Teamwork
- Problem Solving

English and maths are also a very important part of Business, here are some of the key skills they provide:

## English

- Speaking, listening and communication skills
- Advertising and promotional materials – pitching a product
- Administrative tasks
- Writing detailed reports, letters and emails
- Negotiation and justification

## Maths

- Calculating profit and loss. Manufacturing costs per item. Expenses.
- Forecasting projected earnings using graphs and charts
- Using percentages for things such as tax, interest on loans or mark up on goods
- Keeping an inventory of stock levels
- Using fractions for things such as sale prices.



# PROGRESSION ROUTES

Once you've completed your course, there are several options for you to further develop your skills and knowledge...



If you completed a Level 1, or Level 2 course, you can continue to progress to the next level course. Click here to go back to our course page, and discover the relevant course route, for you.

## T-LEVELS

THE NEXT LEVEL QUALIFICATION

We also offer T Level programmes, which is a mixture of college and work-based learning designed to give you the technical skills and workplace experience to kick-start your career.

You will complete a core technical qualification that will develop your understanding of your chosen sector, plus undertake a 12-week industry placement with one of our partner companies.

In 2022 we will be launching the Digital Business T Level, and we also offer T Levels in Digital, Construction, Education and Healthcare, so that you can specialise in an area of your choice.

## Apprenticeships

An apprenticeship is a fantastic way of entering the industry. Not only will you get the opportunity to get your foot in the door with a local or national company, you will also be able to earn while you learn.

Through apprenticeships you will work closely with an experienced professional to develop and practice your skills, all whilst receiving the benefits that being a student brings.



We have several degree options on offer at UCW, which will allow you to further develop your knowledge. UCW is rated as Gold in the Teaching Excellence and Student Outcomes Framework, meaning the teaching, learning and opportunities we provide are of the highest quality in Britain.

There are several degree options available in business which could lead you on to a career in HR, marketing or finance. You can find the full UCW course list, here.

# CAREER IDEAS

Our business courses lead to an exciting and varied industry, and you might not know exactly which route you'd like to take yet... Here are a few different career options for you, with one of them potentially becoming your future career.

## FINANCE MANAGER

Financial Managers and Directors plan, organise, direct and co-ordinate financial information and advise on company financial policy.

**Average salary: £53,000**

## HUMAN RESOURCES

Human resource professionals, find, screen, recruit, and train job applicants, as well as administering employee-benefit programs and implementing HR policies and procedures.

**Average salary: £35,000**

## BUSINESS ANALYST

Business analysts work within an organisation, to help manage, change and plan for the future in line with the company goals.

**Average salary: £34,000**

## BUSINESS DEVELOPMENT MANAGER

Business development managers are concerned with improving and growing a business, by establishing and developing relationships with customers, suppliers and other partners.

**Average salary: £40,000**

## CHARTERED MANAGEMENT ACCOUNTANT

Management Accountants prepare, develop and analyse financial information, to assist an organisation's management team to make well-informed decisions.

**Average salary: £63,000**

## INSURANCE UNDERWRITER

Insurance Underwriters decide whether or not an insurance claim can be accepted by assessing the risk of the person or organisation, according to the likelihood of their claim being made.

**Average salary: £35,000**

## PROJECT MANAGER

Project Managers are in charge of plans, resources, and people with the tasks of completing key projects with strict deadlines.

**Average salary: £30,000**

## MARKETING

Marketing Professionals drive profit and promote products and services through coordinated campaigns. Marketing is a varied industry, which allows you to showcase your creative flair.

**Average salary: £30,000**

# CONTACT US

Got a question about our **Career Excellence Hubs** or one of our programmes or just need to get in touch?

**[enquiries@weston.ac.uk](mailto:enquiries@weston.ac.uk)**

**01934 411411**

**Knightstone Campus,  
Knightstone Road,  
Weston-super-Mare,  
BS23 2AL**

**Follow us on our socials**

