

Discover a career path in

BUSINESS



HEON
HIGHER EDUCATION
OUTREACH NETWORK

Accountant
Business Adviser
Economist

Banker
Marketeer
Travel Agent

This guide has been prepared for you to discover a range of different careers. Each of the pages outlines some key information about a particular career. If there is something of interest, we recommend using the information as a starting point and researching more online. Some suggested subjects to study are listed on each of the career pages. These are just ideas and exact entry requirements should be checked with each institution when applying. It should also be noted that most higher education courses will have a minimum GCSE requirement.

The Higher Education Outreach Network (HEON) is a partnership of local organisations including universities and colleges working in Surrey and Northeast Hampshire. The partnership is made up of the following institutions, many of whom offer courses that can lead to the careers listed in this guide:



Work experience can be a fantastic way to find out more about a job or industry you may be interested in. It's also a great way to gain and demonstrate experience for your future college, university, and job applications. It's worth reaching out to employers to ask about opportunities, and your school or college careers leader can help you with this.

HERE ARE SOME HELPFUL LINKS TO GET YOU STARTED:



AND YOU CAN ALWAYS LOOK AT VIRTUAL WORK EXPERIENCE OPTIONS TO COMPLETE AT HOME OR AT YOUR OWN PACE:



@HEONPARTNERSHIP
HEON@SURREY.AC.UK

So you want to be an **ACCOUNTANT**

As one of the oldest and most in-demand professions, accounting forms the backbone of the business. It is a highly specialised professional course designed to provide you with the financial, mathematical and statistical skills involved in the reporting and analysis of how money flows in and out of a business, ensuring it stays afloat by keeping an eye on the balance and avoiding future challenges.

SKILLS REQUIRED

- Attention to detail
- Technical proficiency
- Critical thinking
- Entrepreneurial mindset

CAREERS THAT ARE AVAILABLE

- Accountant
- Auditor
- Tax Adviser
- Economist
- Actuary

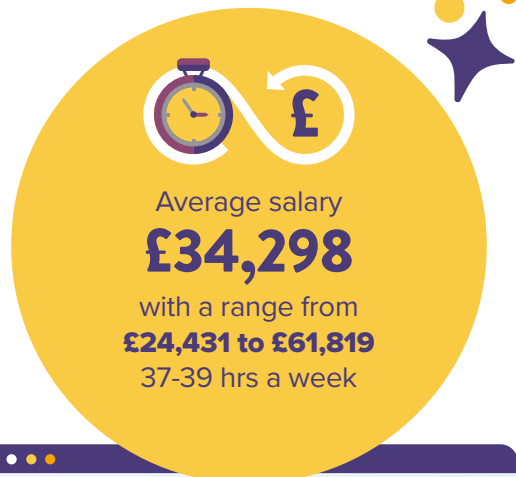
SUBJECTS TO CONSIDER TAKING AT SIXTH FORM OR COLLEGE

- Economics
- Statistics
- Finance
- Business

CHECK THESE OUT

Research **KPMG Insights** website

Read **The Economist** magazine



Average salary
£34,298
with a range from
£24,431 to £61,819
37-39 hrs a week



So you want to be a **BUSINESS ADVISER**

A course in Business, Management and Administrative studies will draw on insight from business theory, economics, marketing, accounting, entrepreneurship and business law, offering students a solid grounding for a career in business, in any sector or industry.

SKILLS REQUIRED

- Ability to work individually and in teams
- Analytical and critical thinking
- Persuasive communication skills (both written and oral)
- Numeracy

CAREERS THAT ARE AVAILABLE

- Accountant
- Business Analyst
- Bank Manager
- Financial Adviser
- Management Consultant
- Marketing Manager

SUBJECTS TO CONSIDER TAKING AT SIXTH FORM OR COLLEGE

- Business
- English

CHECK THESE OUT

The Ride of a Lifetime
by Robert Iger

Sprint by Jake Knapp



Average salary
£29,808
with a range from
£18,000 to £50,000
37-39 hrs a week



So you want to be an **ECONOMIST**

Economics is a broad subject of study, covering how money and resources affect people, companies and countries. As an economist, you can expect to collect and analyse data that can cover any aspect of economic and social policy, in order to provide specialist advice to various organisations.

SKILLS REQUIRED

- Research skills
- Excellent communication (both written and verbal)
- Data analysis
- Attention to detail
- Organisational and time management skills

CAREERS THAT ARE AVAILABLE

- Chartered Accountant
- Actuarial Analyst
- Data Analyst
- Economist
- Auditor

SUBJECTS TO CONSIDER TAKING AT SIXTH FORM OR COLLEGE

- Maths
- Statistics
- Business

CHECK THESE OUT

Misbehaving: The Making of Behavioural Economics by Richard H. Thaler

Freakonomics by Steven Levitt and Stephen Dubner



Average salary
£38,619
with a range from
£25,000 to £75,000
37-39 hrs/week

So you want to be a **BANKER**

Finance is a broad field of study that places focus on the long-term management of assets, liabilities and growth, be it either of an individual or a company.

SKILLS REQUIRED

- Data analysis
- Problem-solving
- Research

CAREERS THAT ARE AVAILABLE

- Accountant
- Auditor
- Financial Adviser
- Business Analyst
- Economist

SUBJECTS TO CONSIDER TAKING AT SIXTH FORM OR COLLEGE

- Maths
- Business Studies
- Economics

CHECK THESE OUT

The Million Dollar Financial Advisor by David J. Mullen Jr

Research the **Deloitte Insights website**



Average salary
£49,000
with a range from
£22,000 to £113,000
35-40 hrs/week

So you want to be a MARKETEER



With the advent of new technologies, social media and streaming services, there has never been a stronger need for advertising across international markets. Drawing on insight from sociology, politics and psychology, the study of marketing teaches students the art of communicating with people, capturing their attention and convincing them to take action.

SKILLS REQUIRED

- Creativity
- Excellent communication skills
- Flexibility
- Research
- Analytical skills

CAREERS THAT ARE AVAILABLE

- Marketing
- Digital Marketing
- Advertising
- Social Media
- Public Relations

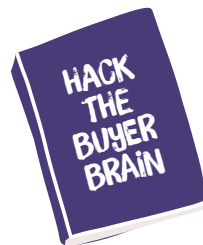
SUBJECTS TO CONSIDER TAKING AT SIXTH FORM OR COLLEGE

- English
- Media Studies
- Business

CHECK THESE OUT

Marketing for Tomorrow, not Yesterday
by Zain Raj

Hack the Buyer Brain
by Kenda Macdonald



Average salary
£36,426
with a range from
£20,000 to £50,000
37-39 hrs/week

So you want to be a TRAVEL AGENT

From hotels to casinos, airlines to cruise ships, a degree in hospitality, leisure and tourism will equip you with a collection of skills and attributes that will make you an attractive candidate for a wide range of careers. Whilst slightly different, the three subjects generally concern the wellbeing and entertainment of customers, as well as the management and running of businesses.

SKILLS REQUIRED

- Customer service
- Rapid thinking
- Working well under pressure
- Communication skills

CAREERS THAT ARE AVAILABLE

- Travel Agent
- Hotel Manager
- Event Planner/Manager
- Business Consultant

SUBJECTS TO CONSIDER TAKING AT SIXTH FORM OR COLLEGE

- Business
- Geography
- Languages
- Travel And Tourism

HOW TO PREPARE

The Business of Tourism
by Christopher Holloway

Exploring the hospitality industry
by John Walter



Average salary
£25,643
with a range from
£18,533 to £32,495
43-45 hrs/week
(may include weekends)

There are multiple pathways you may wish to consider including apprenticeships, higher education courses and school leaver programmes.

If you are looking to apply to university HEON has prepared the following steps to support, you:



If you are considering applying for an apprenticeship a similar application process would be required however you would need to apply directly. You can find out more details about this and a wealth of other information on the HEON Hub at:



Student life

STUDYING AND LIVING ABROAD



might be challenging but it's compensated by visiting different places, gaining cultural awareness (including about your own country), and learning and practising foreign languages. Not everything is a bed of roses though! Homesickness is real and you may feel lonely sometimes, as I did, but keeping in touch with your friends from home and hanging out with other international students do help to go through these times.

Here are some of my top tips if you want to study abroad:

1. RESEARCH

I can't stress enough how important is to do your research about the university and the country where you're going to. It's important to know what the living costs are if you have the adequate winter coats (or swimwear!) and if you are able to get by only with English. There are also grants and scholarships for international students that you may qualify for. Carefully examine websites, online forums, and brochures to help you to decide.

2. KNOW YOURSELF

Studying abroad requires a lot of planning and it causes many changes that may distress some people. Think about what your strengths and weaknesses are, how you can be resilient and how can you celebrate your achievements. Perhaps it's time to start some cooking lessons on YouTube or decide what you can't live without, so you bag your things appropriately.

3. REACH OUT

Some schools have international offices, or you may know someone who had lived or studied abroad. Talk to them to learn about what their experiences were, what they enjoyed the most and any struggles they had. Do not underestimate the knowledge that peers, and teachers may have on this subject.

Thiago - University of Surrey Postgraduate Student

I live in England, but I'm currently based in Sweden for the time being. Does it look international? It certainly does! But I could add that I lived in Scotland, Malta, Estonia, and Germany, besides Brazil, England, and Sweden! I will talk about my international student experience and top tips for anyone planning on studying and living abroad!

One of the things that I enjoy the most about living and studying in Europe and in the UK is how international the student communities are. In my home country of Brazil, we don't have many international students in universities, and we usually only hear Portuguese being spoken on campus. While studying abroad, I met some amazing people. I love to learn about others' foods, cultures, languages, foods, music, and especially food.

In this way, studying abroad is a unique experience. You live many opportunities to open your mindsets and reduce your stereotypes. Living under a different weather

If you have seen a career you would like to find out more about or would like to look at the full range of options then there is a wealth of information available online. Take a look at some of the links below to find out more.



WHERE DO I GO FROM HERE?

NATIONAL CAREERS SERVICE

Different pathways are explained on this interactive webpage.

HEON STUDENTS HUB

A wide variety of resources are available to look at a range of different pathways. There are also profiles from students at a range of Higher Education providers.

START PROFILE

Check out your options, complete activities to explore the world of work and improve your employability.

CAREERPILOT

A page packed with information about lots of different industries.

SUCCESS AT SCHOOL

Explore careers, get the lowdown on top employers, and search for the latest jobs, apprenticeships, courses and advice.

I THINK I MIGHT LIKE UNIVERSITY, BUT I DON'T KNOW WHERE TO START...

BRIGHT KNOWLEDGE

Tips on how to choose what to study both at school and university.

WHICH? UNIVERSITY GUIDE

A LEVEL EXPLORER

Put some subjects in and see what pops out - be sure to check the unexpected degree options.

MOVING FROM BTECS TO UNIVERSITY STUDY

Explore your options with BTEC studies.

CAREERPILOT

Packed with information about university, courses and additional info.

UCAS

Search through all university courses here.

WHAT UNI?

Compare university and degree courses with rankings, course details and profiles.

WHAT IF I DON'T THINK UNIVERSITY IS FOR ME?

APPRENTICESHIP FINDER

Search for different apprenticeships in a range of areas with a variety of providers.

AMAZING APPRENTICESHIP

Explore resources, research and apply to apprenticeships.

SKILLS FUNDING AGENCY

Find an apprenticeship guide, tips on applying and search for an apprenticeship here.

CAREERPILOT

Use the 'Get Info' menu to find out more about apprenticeships and work based learning.

STUDENT LADDER

Search over 2,500 positions for work experience, internships, apprenticeships and graduate schemes.

The information in the booklet has been collected from a range of sources and all information provided is correct at the time of printing (Jan 2023) and is subject to change without notice. Please do check all details when you apply for any courses.