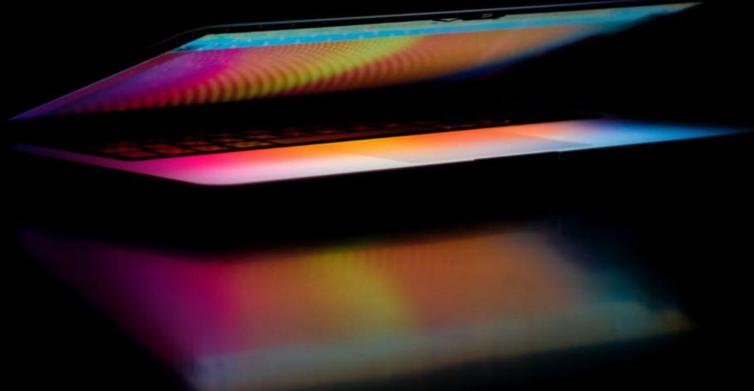


# Securing Your University Offer for Business

Essay Competition Award Ceremony 11 April 2023



### Agenda

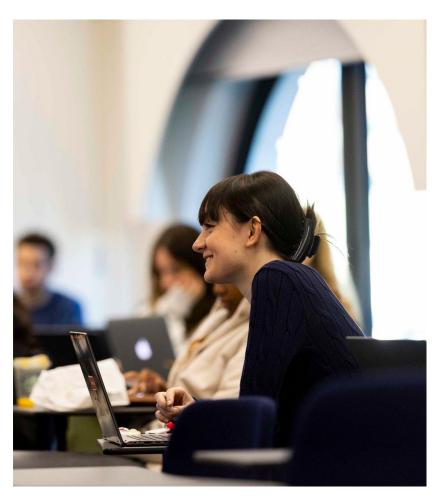
- Welcome
- Studying Business at University: an Overview
- Submitting a Competitive Application
- NU London Insights
- Q&A



### What is the study of Business?



- Covers a wide variety of fascinating fields the advantages and disadvantages of the different approaches and the challenges businesses face to achieve the objectives of their stakeholders (shareholders, consumers, government, and wider society)
- Courses may cover diverse aspects of business, including management approaches, business structures, marketing and finance
- You may dive into courses in supply chain management, innovation, fintech, statistics, global responsibility, sustainability and entrepreneurship



### Where and how can you study Business?

- Single Honours Business BSc or BA (BA indicates less maths)
- Many joint and combined study options, e.g.: Business and History, Business and Psychology, Business with Computer Science, Business with Economics (\*note that the study balance is likely to be other than 50/50 if it's Business with rather than Business and)
- Different degree spans (standard English 3 years, standard Scottish 4 years, fast-track 2 years etc)
- Degree apprenticeships take a more practical approach (potentially useful to fast track toward particular careers)
- Full-time/part-time; online/in-person; study abroad (especially interesting for a global economic perspective, or for career-linked work placements)

#### How is Business taught?

- **Reading:** Reading is critical in understanding both current and historical business systems
- Lectures: Lectures will give an introduction to historical and current business climates, as well as an understanding of how to go about analysing the different business systems on both a local and global scale
- **Seminars:** Seminars are a good way to discuss the more qualitative side of business, where several different viewpoints can help come to a more accurate analysis
- **Essays:** Formative and summative, business essays are where you can show off your thinking skills, research, analysis and arguments
- Presentations: These are useful to show independent research and analytical development, and give you more hands on practice with the subject - these may be individual or group presentations



#### What skills do you develop?

- Logical thinking
- Critical and analytical thinking
- Strong communication skills (oral and written)
- Numerical and analytical skills
- Decision making
- Presentation and report writing skills
- Project and resource management
- Self-motivation, initiative and effective time management
- Problem solving

The skills you will acquire as a Business graduate will allow you to pivot flexibly into a variety of industries, when you enter the working world.

#### What can you do after your degree?

As a Business graduate your transferable skills can take you into ANY industry. Some of the top graduate destinations are:

- Business Development Manager
- Accountancy
- Corporate Treasurer
- Human Resources Officer
- Marketing Executive
- Bank Branch Manager
- Estate Agent
- Tax Inspector
- Project Manager

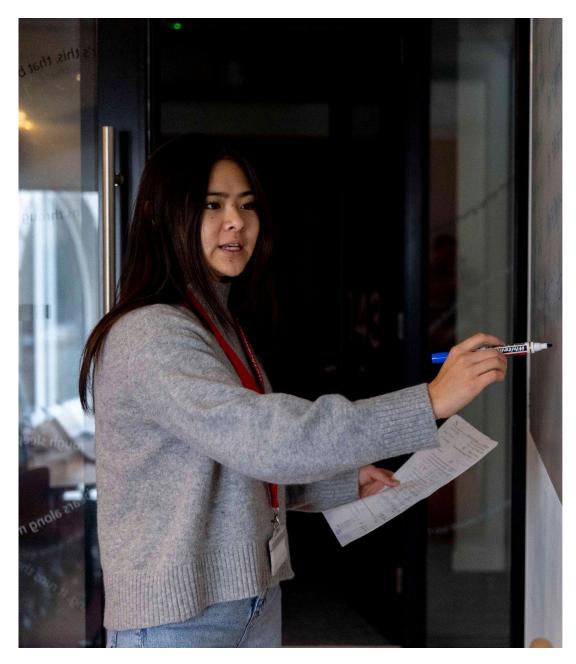


#### What are the entry requirements?



Information provided by ucas.com

- A levels: Entry requirements range from CCC to AAB, with universities and colleges most commonly asking for BBB
- International Baccalaureate Diploma: From 30 points and above in IB Diploma, depending on individual course
- Scottish Highers: From BBBB to AAABB (most frequently required BBBB)
- If Advanced Highers are requested, typically ABB
- Other Level 3/Level 6 qualifications (e.g. Pearson BTEC Level 3 National Extended Diploma in Business, SVQ Business and Administration (SCQF Level 6)) may be accepted as an alternative to A levels/Highers by some providers



## What are admissions tutors looking for?

- Enthusiasm and motivation to study Business
- Credible evidence that supports your subject passion
- Proactive subject exploration and engagement e.g.:
   wider reading beyond the set texts
- Relevant extracurricular/super-curricular activities
- Interests outside of school, relating to Business
- Relevant and transferable work experience
- Aims and goals; career plans if known
- Understanding of the demands of studying at university, and how this is different from school

# What super-curricular activities would support my application?

Super-curricular activities take the subjects you study further, beyond what you have learnt at school or college. Some examples for Business may include:

- Wider reading beyond the set texts
- Reading specialist magazines and journals
- Attending university taster lectures or taster days
- Listening to podcasts, TED talks or online lectures
- Attending a Business Summer School
- Taking an online Business course
- Work experience, shadowing and volunteering
- Taking part in university essay competitions!



#### Why is the personal statement so important?

- Often your only chance to 'sell yourself' to the university and impress the admissions tutor
- Helps to differentiate between equally excellent candidates with similar or identical grade profiles, especially for competitive courses
- Helps if you are a borderline candidate
- Demonstrates your reasons for applying for a course
- May form basis of an interview tutors may ask questions arising from the statement
- May help if on results day you don't quite make your grades

### How can I write a compelling personal statement?

- Invest plenty of time in the brainstorming/thinking stage, before starting to write your statement
- Structure your personal statement
- Use positive and enthusiastic language
- Make every sentence count word count is tight!
- Ensure it reflects your 'voice', and your 'journey'
- Use evidence to support claims/statements
- Be prepared to draft and redraft
- Be honest don't exaggerate and don't plagiarise
- Double check grammar and spelling for errors
- Ask for support, especially with proofreading and checking - it's easy for mistakes to slip through!





### What does an admissions interview look like?

- Unique opportunity to discuss a subject you are passionate about with an academic tutor
- Opportunity for tutor to get to know you and your motivation for applying - you can also ask questions!
- May take the form of a 'taster' tutorial
- Unlikely to be a test of knowledge tutor will be more interested in how you think, rather than what you know
- Discussion-based; questions will probe your subject interest, enthusiasm and aptitude
- Questions may build on your personal statement
- Questions will be challenging don't panic if you don't immediately have an answer; take your time to think
- Some interviews may include a task, or pre-reading

### How can I prepare for my admissions interview?



- Carefully reread your personal statement, and be prepared to expand upon any of the points you have included
- Re-read or re-familiarise yourself with any texts you referenced, so these are fresh in your mind
- Undertake any reading or pre-interview tasks in good time
- Practice talking about the points in your statement
- Research who will be interviewing you
- Make sure you are clear regarding interview logistics
- If you will be undertaking a virtual interview, make sure you have somewhere suitable for this task, with good wifi
- Prepare questions you would like to ask in the interview



#### Faculty insights

- Business is a subject that will shape so much of our lives, whether it be as an everyday
  person trying to choose which toothpaste to buy, a pensions investor looking to make a client
  recommendation, or managing the advertising account of a major brand.
- Curiosity and the drive to seek out knowledge, as this is the best way to generate insights.
- As I teach marketing, one of the best things I'd recommend is going to shops! Take your time, look around, maybe sit in the cafe and people-watch. You can learn a lot from how people use a space, who it's meant for, what design features it has. For example, Flying Tiger has a unique layout that's not very common in the UK.
- Make sure you have a passion/interest outside your main field of study; it makes you a well-rounded person. I listen to a lot of history podcasts on the train to work.

#### Student tips and hints

- Business graduates can be found everywhere in consultancy, think tanks, governmental and
  non-governmental organisations (like the UN),
  media, marketing, Civil Service, construction,
  transport and logistics, retail, HR and education
- Tutors look for curious, analytical students who are interested in understanding the connections between things, who think outside of the box, and are interested in social processes
- If you mention a book you've read, make sure you've read it. Don't use buzzwords; make sure you understand the concepts you mention. Your statement should be natural and convincing





#### Suggestions for wider reading

- Aaker & Bagdonas (2021), Humor, Seriously: Why Humor Is a Secret Weapon in Business and Life, Currency Publishing. ISBN13: 9780593135280
- Coyle (2019), The Culture Code: The Secrets of Highly Successful Groups, Random House Business Publishing.
   ISBN10: 1847941273
- Zhuo (2019), The Making of a Manager: What to Do When Everyone Looks to You, Portolio Publishing. ISBN 0525540423 (comes with many illustrations)
- Meyer (2016), The Culture Map: Breaking Through the Invisible Boundaries of Global Business, Public Affairs Publishing. ISBN13: 978-1610392501
- Knight (2016), Shoe Dog: A Memoir by the Creator of Nike, Scribner Publishing. ISBN13: 978-1501135910
- Markovic, Gyrd-Jones, von Wallpach, Lindgreen, (2022), Research Handbook on Brand Co-Creation: Theory, Practice and Ethical Implications, Edward Elgar Publishing. ISBN: 9781839105418
- Kravets, Maclaran, Stevens (2022), The Routledge Companion to Marketing and Feminism, Routledge. ISBN: 9780367477578
- Crawford, Brennan (2022), *Decoding Coca-Cola: A Biography of a Global Brand,* Routledge. ISBN: 9780367642204
- Hill & McDonagh (2020), The Dark Side of Marketing Communications: Critical Marketing Perspectives, Routledge.
   ISBN: 9781138587137













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