

# Careers in Business Studies

## Theme 1: Investigating Small Business

Topic	Career
<b>1.1 Enterprise &amp; Entrepreneurship</b> Understanding why new ideas come about, taking calculated risks, and the rewards of setting up a business.	<b>Business Adviser:</b> Helps new entrepreneurs plan their ideas, manage risks, and successfully start their businesses.
	<b>Management Consultant:</b> Uses enterprise skills to solve problems for existing businesses and help them adapt to changes.
	<b>Business Development Manager:</b> Spots new opportunities, develops original ideas, and drives growth for their company.
<b>1.2 Spotting a Business Opportunity</b> Identifying customer needs, conducting market research, and understanding competitors.	<b>Market Research Analyst:</b> Designs surveys and focus groups to find out exactly what customers want to buy.
	<b>Data Analyst:</b> Looks at quantitative and qualitative market data to identify gaps in the market and reduce business risks.
	<b>Marketing Executive:</b> Uses customer segmentation to figure out the best ways to target specific demographics.
<b>1.3 Putting a Business Idea into Practice</b> Setting aims and objectives, calculating revenues, costs, and profits, and managing cash flow.	<b>Management Accountant:</b> Calculates fixed and variable costs, and manages profit and loss to ensure financial security.
	<b>Financial Adviser:</b> Advises individuals and start-ups on the best long-term and short-term sources of finance.
	<b>Bank Manager:</b> Reviews business cash-flow forecasts and decides whether to grant loans or overdrafts to start-ups.
<b>1.4 Making the Business Effective</b> Choosing types of ownership, business locations, and creating a balanced marketing mix and business plan.	<b>Business Project Manager:</b> Creates highly detailed plans to ensure that new business activities are completed efficiently.
	<b>General Practice Surveyor:</b> Advises companies on the buying, leasing, and best physical location for their premises based on market proximity and cost.
	<b>Retail Manager:</b> Can act as a franchise owner, managing a store while balancing the marketing mix to maximize sales.
<b>1.5 External Influences on Business</b> Responding to the economy, new legislation, technology, and different stakeholder needs.	<b>Economist:</b> Analyses how inflation, interest rates, and exchange rates will impact national and global businesses.
	<b>Public Relations Officer:</b> Manages relationships between the business and external stakeholders, like the local community or pressure groups.
	<b>Trading Standards Officer:</b> Enforces consumer law, making sure businesses are meeting legal quality and safety standards.

## Theme 2: Building a Business

Topic	Career
<p><b>2.1 Growing the Business</b> Methods of growth, becoming a PLC, navigating globalisation, and considering ethics and the environment.</p>	<p><b><u>Stockbroker</u></b>: Buys and sells share capital for public limited companies (PLCs) on the stock market.</p>
	<p><b><u>Sustainability Practitioner</u></b>: Advises growing businesses on how to balance their desire for profit with environmental ethics.</p>
	<p><b><u>Import-Export Clerk (Freight Forwarder)</u></b>: Organises the legal paperwork, customs regulations, and physical transportation of imports and exports.</p>
<p><b>2.2 Making Marketing Decisions</b> Managing the product life cycle, pricing strategies, promotional methods, and distribution.</p>	<p><b><u>Product Designer</u></b>: Balances the design mix (function, aesthetics, and cost) to create successful new products.</p>
	<p><b><u>Advertising Account Executive</u></b>: Plans appropriate promotion strategies (like sponsorship or viral advertising) for target market segments.</p>
	<p><b><u>Marketing Executive (Digital Marketer)</u></b>: Uses e-commerce, SEO, and digital communication to distribute products, track, and target customers.</p>
<p><b>2.3 Making Operational Decisions</b> Managing production processes, suppliers, logistics, quality control, and the sales process.</p>	<p><b><u>Supply Chain Manager</u></b>: Manages procurement and logistics, ensuring materials arrive from suppliers reliably and cheaply.</p>
	<p><b><u>Logistics / Supply Chain Manager</u></b>: Coordinates the entire process of moving goods from suppliers to customers.</p>
	<p><b><u>Quality Control Assistant</u></b>: Inspects goods during the production process to maintain high standards and competitive advantage.</p>
<p><b>2.4 Making Financial Decisions</b> Calculating gross/net profit margins, average rate of return, and interpreting quantitative data.</p>	<p><b><u>Finance Director (Management Accountant)</u></b>: Directs financial strategy and uses complex data to drive business performance.</p>
	<p><b><u>Credit Controller</u></b>: Monitors the financial health of the business and ensures that invoices and debts are paid on time.</p>
	<p><b><u>Actuary</u></b>: Uses heavy mathematical calculations and financial graphs to predict risk and inform massive business decisions.</p>
<p><b>2.5 Making Human Resource Decisions</b> Managing organisational structures, recruitment, employee training, and motivation.</p>	<p><b><u>Human Resources Manager (HR Officer)</u></b>: Oversees staff recruitment, handles contracts, and manages employee welfare.</p>
	<p><b><u>Training Manager (Training Officer)</u></b>: Identifies staff skills gaps and designs training programs to develop them.</p>
	<p><b><u>Recruitment Consultant</u></b>: Matches candidates with specific person specifications and job descriptions for businesses that are hiring.</p>