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The Network for East Anglian Collaborative Outreach (neaco) is a project aimed at increasing the number of young people going into Higher Education. neaco consists of the University of Cambridge (including its Colleges), Anglia Ruskin University, the University of East Anglia, Norwich University of the Arts, and the University of Suffolk.

Take Your Place is the programme which is being run by neaco in schools and colleges in East Anglia. Information about how your personal information will be used by us in connection with the administration of the Take Your Place programme, and for related purposes, is available at <https://www.takeyourplace.ac.uk/how-we-use-participant-data>.

We will also get in touch by email to facilitate your involvement in the Take Your Place programme. Please contact info@takeyourplace.ac.uk if you have any questions about how we use your data.

Explore your options,
Discover your potential

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YOUR
PLACE**

A stylized illustration of a hand with a teal sleeve pointing towards the 'TAKE YOUR PLACE' text.

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[takeyourplace.ac.uk](https://www.takeyourplace.ac.uk)

Explore your options,
Discover your potential

Keeping interested and
getting inspired in Business
Studies

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How can we help?

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- This PowerPoint is here to provide you with different ideas to help and support you with writing a Personal Statement for a Business related course at University.
- We have put together reading lists, preparation ideas and top tips for the application process for university.
- You might not be able to do any practical work experience before you apply to university, but you can gain an insight into the world of business in lots of other ways.

Where do I start?!

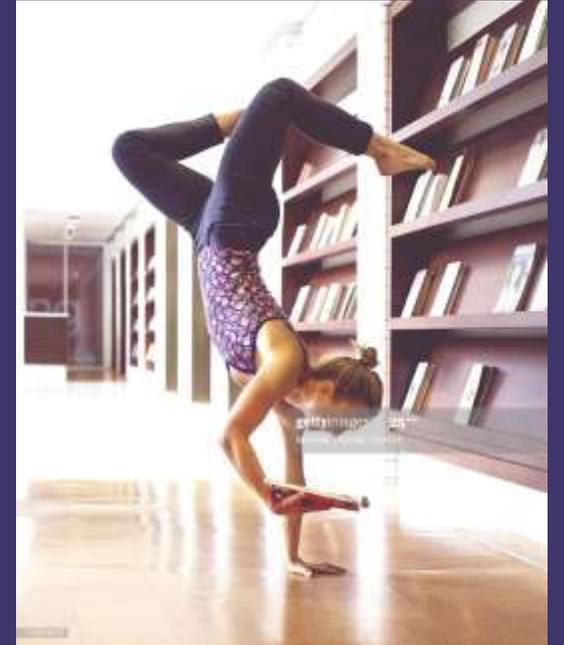
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- Lets start with some reading. We recommend using this time to do some further reading on your chosen subject, as it is important that your personal statement contains an academic paragraph.



An Academic Paragraph

Having an academic paragraph in your personal statement is really important and we suggest using the following reading lists to help. You can use this paragraph to analyse a small piece of text from a relevant book/journal, article or performance.



Reading suggestions

- Why not start with an autobiography written by an entrepreneur that has inspired you. Elon Musk, Richard Branson and Steve Jobs have all written books about their business stories.
- Bankrupt Britain, Daniel Dorling & Bethan Thomas
- Tescopoly; How one shop came out on top and why it matters, Andrew Simms
- Mapping Innovation, Greg Satell
- The Economics of Football, Stephen Dobson



Film & Documentary suggestions

Try these movies and documentaries which might provide inspiration for further study:

- The Big Short (film about the US housing market)
- Inside Job (documentary film about the financial crash).
- The Corporation (examines the American notion of a corporation).
- Freakonomics (documentary exploring the hidden side of human nature through the study of economics).
- Inequality for all (documentary film looking at the income gap).
- Enron: The Smartest Guys in the room (documentary film about one of the biggest business scandals in history).
- The Great Hack (documentary about the Facebook/Analytica scandal)



Other ways to get inspired about Business Studies

- Watch a TED Talk that relates to a topic from any part of your course. Find out more about the person delivering the talk, do they have a blog etc. See if you can continue your research into the topic.
- Create a timeline of the key events surrounding Brexit and keep this up to date throughout the year.
- Research a global business and think about how they have considered the following when expanding: cultural differences, different tastes, language, unintended meaning, inappropriate/inaccurate translations, inappropriate branding and promotion.

More inspiration

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- Keep a scrapbook or folder of business news articles that you have read that you believe are significant – highlight the parts that you believe to be the most important.
- Check out the careers/vacancies pages of big business online. Look at the types of jobs they are recruiting for. What skills would you need to develop to get one of these jobs? Facebook employs over 43, 000 people in over 70 countries. Many of the jobs they are recruiting for didn't exist 5 years ago!
- Try a FREE short online course with Open Learn

<https://www.open.edu/openlearn/free-courses/full-catalogue>

OpenLearn profile

Anyone can learn for free on OpenLearn, but signing-up will give you access to your personal learning profile and record of achievements that you earn while you study.

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Take your learning further

Money & Business

Course title	Hours	Level
Asset allocation in investment	9	Advanced
Building relationships with donors	6	Advanced
Business communication: writing a SWOT analysis	8	Introductory
The business of football	15	Introductory
Business organisations and their environments: Culture	15	Intermediate
Campaigns and organisations	2	Advanced
Challenges in advanced management accounting	15	Advanced
Choosing a human resources consultant	6	Advanced
Collaborative leadership in voluntary organisations	24	Introductory
Collaborative problem solving for community safety	16	Introductory
Commercial awareness	2	Introductory
Communication and working relationships in sport and fitness	24	Introductory

What can you do with a Degree in Business?

- Logistics and Distribution Manager
- Business Development Manager
- Marketing Manager
- Customer Success Specialist
- Buyer (determine what products get to store shelves, in catalogues, and online)
- Check out <https://www.prospects.ac.uk/> for more ideas.

Make the most of now

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- We are living through History!
- The coronavirus is already having and will continue to have a massive impact on the global economy.
- Keep a Business focused diary of the events as they happen and try and make some predictions of the effects this will be having in 3-5 years from now.

My HE+

Thinking about applying to University and looking for ways to explore your subject beyond the curriculum? Then this website is for you. Each topic is produced by Cambridge postgraduate students and academics at the cutting edge of research in their field. The topics provide guided activities, questions to think about and suggestions for further reading.



The main subject pages also give you a quick guide to what it would be like to study the subject at university level and suggest some further resources to check out.

<https://www.myheplus.com/>

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