



**BUSINESS**

**SHOWCASE**





# MAKE IT COVENTRY COLLEGE



**Business is an exciting area as you'll study a variety of topics including leadership, marketing, product promotion, business communication, accountancy, business trends and law.**

You'll gain professional work experience and the skills and knowledge needed to become successful in this field.

# FACILITIES & TRAINING

## FACILITIES:

- ▶ Access to industry standard databases and business resources to support learning and research projects.
- ▶ A range of flexible learning spaces that replicate real business environments.

## OPPORTUNITIES:

With access to inspirational staff with strong business experience, Coventry College offers the best education and a range of Business programmes.

As part of our programmes you'll hear from local employers and have the chance to complete an industry placement that'll give you experience of the real-working world.

If you're a budding accountant, entrepreneur, a potential marketing guru, HR professional or even a business leader of the future; we can help you get there.

LEARN FROM  
BUSINESS  
EXPERTS

INDUSTRY  
PLACEMENTS



# WHAT TO EXPECT

## AREAS OF CURRICULUM:

- ▶ Business Administration
- ▶ Bookkeeping
- ▶ Accounting
- ▶ Finance
- ▶ Leadership
- ▶ Customer Service
- ▶ Recruitment
- ▶ Data Protection & Security
- ▶ Digital Marketing

## SUPPORT:

The College has a number of teams dedicated to helping you with your personal and academic progress – from choosing the right programme and applying, until the day you get your qualification and progress towards your chosen career.

CHECK OUT OUR FULL PROGRAMME LIST ON OUR WEBSITE:  
[WWW.COVENTRYCOLLEGE.AC.UK](http://WWW.COVENTRYCOLLEGE.AC.UK)

**BECOME A BUSINESS LEADER**

**LEARN ESSENTIAL BUSINESS SKILLS**

# CAREER PROGRESSION

With over 45,000 new jobs created in the past 10 years, the Business profession is booming. Job roles include:

- ▶ Business Development Manager
- ▶ Business Sales Executive
- ▶ Administrator
- ▶ Receptionist
- ▶ Accountant
- ▶ Marketing or Sales Director
- ▶ Human Resources Manager or Director
- ▶ Research Assistant



PROGRESS  
ONTO **FURTHER**  
**STUDY OR**  
EMPLOYMENT

THERE ARE APPROXIMATELY **3090**  
**BUSINESS AND FINANCIAL PROJECT**  
**MANAGERS EMPLOYED IN COVENTRY**  
AND THE SURROUNDING AREAS.

THIS NUMBER IS EXPECTED  
TO INCREASE BY  
**2.6% OVER THE NEXT 4 YEARS.**

# Success Stories



## REBECCA MARROITT

Rebecca studied a Business programme at Coventry College and is now a Litigation Legal Assistant at a Solicitors in Coventry.

Rebecca said: "I'm grateful to the college and my employer as both organisations have provided me with the opportunity to learn, progress and develop my career."



## KAT ADAMS

Kat completed her Business Apprenticeship with a PR firm in Coventry and now works there full-time as a Receptionist. Kat was also awarded the Coventry and Warwickshire YoungPro Apprentice of the Year Award. The awards recognise the outstanding achievement of young professionals.

Kat said: "I have not only progressed as an Apprentice, but as a person as well. I've gained more confidence in myself and I'm a lot happier in my personal and professional life."