

Why do you want to study this course or subject?

Business is a pivotal part of society. Everyone is influenced by businesses in their daily lives, but most people are oblivious to the vast amount of work that goes on behind them. I would like to learn about every aspect that goes into the creation of business. I want to know why a certain brand name makes consumers buy the same product for five times the price. My long-term goal from this degree is to pursue a career in Brand Management or Public Relations. The most compelling part of management for me is the prospect of challenging myself and overcoming obstacles that will face a business. I am looking forward to the prospects of learning more about international business environments. My observations of businesses in Europe, seeing German LIDL's extensive recycling scheme, has left me wanting to know more about the different methods used in businesses nationally. A placement year, although not essential, will be an invaluable experience. I intend to fully immerse myself into the opportunities and experience that a placement year offers. I am confident this degree will give me the tools to achieve and refine my career goals.

How have your qualifications and studies helped you to prepare for this course or subject?

Currently, I have put upon myself the challenge of A-level maths. Despite being told I was naturally more gifted at English, I wanted to push myself out of my comfort zone and chose to take maths instead. This was the right decision as it has given me a capacity for logical thought, and an ability to understand financial statistics and accounting. I have also very much enjoyed maths, finding it difficult makes my successes more rewarding. As a manager, I will feel the same way about overcoming problems. History A level has given me all-important skills of analysis and the ability to craft a balanced argument. In a business situation, I will be able to translate these skills to get my points across clearly. My coursework has given me the capacity to research effectively, which I will be able to translate into market research. This year I plan to do the EPQ, I plan to write a 5000-word essay on a business-related question, 'Why have supermarkets monopolised food shopping in the UK?' By exploring this question, I hope to gain a deeper insight into marketing methods used by industry and how brands become recognisable and successful. My EPQ will require consumer research and analysis, which I can directly apply to the course.

What else have you done to prepare outside of education, and why are these experiences useful?

I recently read 'Play Bigger', to gain a further insight into the course. The book explained business strategy in an informative and spirited way. Through case studies, it illustrated how businesses create and dominate a category. The authors left me wanting to learn more and

have a chance to input some of their strategies as a Manager. I am a member of my College's debating society. I've had peers praise my ability to construct a well-reasoned argument, particularly after a debate discussing the impact of social media on modern society. The persuasive nature of debate will aid me in marketing. I have completed silver D of E, from which I developed my managerial skills. I found myself taking a leading role in planning the route. For 6 months, I volunteered at my local guides. The leaders set me the task of managing several activities for the group on my own. The girls respected my authority and all the activities were a success. I have been a waitress at a Cafe for 18 months. From observing different managers, I gained an insight into what makes a competent manager. Managers that encouraged teamwork made the running of the business far more efficient. I manage my wages efficiently, so I can afford to pursue my hobbies of travelling and going to concerts. This paired with my mathematics A level will help me excel in the business economics and accounting modules of the course.

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I have always been interested in the different ways businesses are managed and the reasoning behind why some succeed and others are forced to close within the first year, even if their product or service is seemingly a good idea. My interests within Business have grown with my knowledge of the subject and I have a particular fervor for the Marketing modules in a Management course: I especially enjoy analysis of consumer behaviour. It is both creative and technical aspects that appeal to me. Business Studies has a unique appeal for me. I would relish the opportunity of developing my skills through a Management undergraduate programme and satisfying my curiosity about this fascinating subject. My appreciation of the subject would make me an ideal candidate, since I would be truly committed and enthusiastic about every aspect of my learning and student life.

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Studying Business has fine-tuned my judgement skills when writing proposals on which solutions would be better for businesses, and to craft words into advertising slogans; aspects I particularly enjoy, especially as an English student. Analysing real case studies has provided an opportunity to interpret data and examine how likely it is the company will be able to succeed, therefore giving me an understanding of what it takes to manage a business. Analysing data and statistics is also a major part of Psychology, not only allowing the use of the transferable skills between the two subjects, but also the opportunity to consolidate and perfect the skills in utilising them frequently. Links between the Psychology of the subliminal and subconscious, which can be manipulated very easily, and strategies used by corporations in their managerial schemes and advertising, fascinate me. Studying English Language has highlighted how linguistic determinism can also manipulate a person's decisions. Through my coursework I have seen how linguistic features can be used in order to persuade someone to do something, even if subconsciously they think they are making an autonomous decision, I find this particularly interesting, especially when studying marketing.

What else have you done to prepare outside of education, and why are these experiences useful?

I acted as MD within the Young Enterprise team and was delighted when the team were awarded best company at the regional heats and best stall in the regional finals. The most important lesson I learned from the whole process, was how hard managing a team of people can be, but also how rewarding it is when you are successful. A part-time job at Boots has given me confidence as well as an understanding of the importance of good communication skills and punctuality. I am able to grasp the needs of customers and advise them accordingly; acting as a good listener is something I pride myself on. I have also been a member of a dance team for ten

years, through which I have taken the opportunity to teach and help the younger dancers. This has developed leadership skills and proven my reliability. Indeed, my enthusiasm for Psychology and Business has led to research into personality types and in particular the way introverts can thrive in a business. Creative Writing enables me to deploy my words carefully, which is vital when composing advertisements. I am particularly interested in understanding the way the brain reacts to manipulation, enabling me to discern how managers can effectively motivate their teams, which is vital in a predominantly competitive market.

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Businesses sculpt and empower the society that we live in today. I want to involve myself in leading how the future will look. I believe that a career in Business Management and Marketing holds a wealth of potential for me. I have always had an interest in how to develop sales and market products better. My involvement last year in a school-run young enterprise team, where I took the role of marketing director, challenged and excited me, especially learning how to develop an online marketing campaign. To further pursue my interest, I have delved into further reading into what it takes to make it in the business world. 'Reality Check' by the Silicon Valley venture specialist, Guy Kawasaki, really opened my eyes to the challenges faced by entrepreneurs and the hunger and desire needed to overcome obstacles, which I am confident that I hold.

How have your qualifications and studies helped you to prepare for this course or subject?

The skills developed in my work experience are cross-referenced in my academic subjects. English Literature has allowed me to develop my critical thinking and given me the ability to think outside the box; a skill transferable into many business opportunities. Geography has allowed me to study key aspects of business such as globalisation where industry has a key responsibility to mould the future. My independent investigation researching 'The Microclimate of Leamington Spa' allowed me to utilise and advance my IT and data analysis skills as I converted my raw data into presentable results. My favourite subject is Mathematics as I enjoy developing problem-solving skills; something I hope I can transfer into my degree course. I also believe that the competencies acquired from completing my Grade 8 LAMDA Speaking Award give me a new skill that will always be valuable. Communication and assertiveness is key in a management role; speaking on topics including 'The Benefits of Sports Marketing' allowed me to develop my public speaking ability and as part of the research I also learnt more about how businesses use modern culture and sport to market their products.

What else have you done to prepare outside of education, and why are these experiences useful?

I've recently managed to gain some valuable insight into business through a variety of work experience placements including Talk Sport, Mitsubishi, and running my own gardening services business. One placement that notably stood out was working within the marketing and PR department at one of the world's largest air-conditioning manufacturers, Mitsubishi Electric. Within the marketing team, I was involved in managing their social media campaign, a relatively new venture for an industrial manufacturer. I also joined a sub-team organising a future client

event at the Olympic Velodrome. Exploring how a company's marketing team functions with hands-on experience was wholly beneficial to my learning and further increased my interest in how influential the mass growth of social media has been and will continue to be for businesses going forward. For the PR team, I was left in charge of writing my own press release on a recent project. My strong literary skills acquired from studying English A-level proved their worth as the article was published in the trade press. In addition to my unpaid work, I currently manage three income streams; a bar job, various babysitting roles, and I run my own gardening business for 4 households. Throughout my school life, I have embraced the opportunities offered to me in terms of extra-curricular activities. I have played sport, most notably rugby, at a competitive level for over 10 years, representing both my club and school team up to a national level. I'm keen to continue this sport at University as keeping fit and healthy is important to me. In addition to this, I have played the trombone in various school bands since I joined senior school.