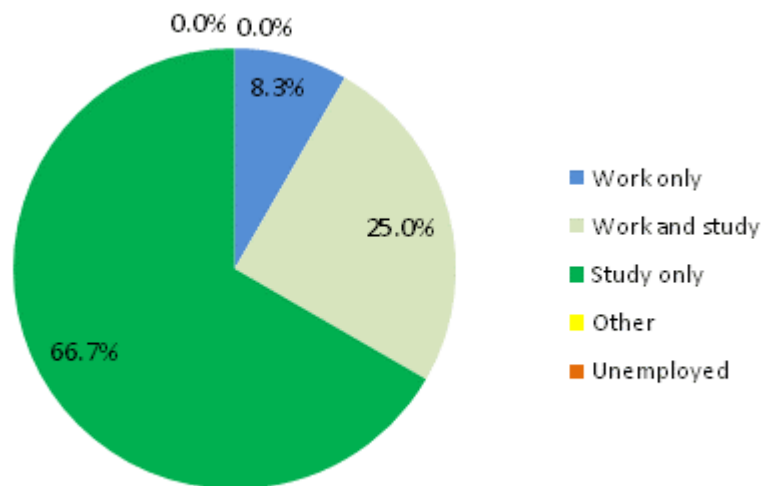


# Career destinations

## HND Business and Marketing

### Percentage of leavers in known destinations (2009)



### Examples of employment obtained by leavers (2009)

Job title	Employer
Sales Assistant	Tesco
Waiter	Fat Fig
Waiter	TGI Friday
Waitress	Reading F.C

### Knowledge and skills

HND students will gain knowledge of how the business world operates, together with an understanding of the principles and practices of marketing. Students develop skills in self reliance, initiative and the ability to manage time and projects. Other key skills include numeracy, IT, research, and presentation.

### Further study

A significant proportion of students progress to a relevant business degree, or top up their HND with the one year BA programme. A good overall profile is usually required. Students can also apply to employer training schemes, or to study qualifications through a professional body, such as the Chartered Institute of Marketing.

### Career opportunities

This course will give students a firm foundation of the commercial world, which can be applied in any sector or industry. Examples include retail, hospitality and leisure, sales and marketing institutions. Industries as diverse as utilities, engineering, and the charity sector all require individuals with an understanding of business operations and marketing.