



# step on up

A teachers guide to  
Business & Accountancy  
Apprenticeships



# choose the right step for your students

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# why should students choose an Apprenticeship?

Apprenticeships allow students to earn a decent wage while enabling them to learn new skills that will lead to nationally recognised qualifications.

At the end of an Apprenticeship students will gain an NVQ which is highly recognised by all employers across the UK in their recruitment requirements.



Apprentices  
earn on an average  
**£100,000**  
more throughout  
their lifetime\*

### Here's why your students should choose Kaplan:

Kaplan is a leading provider of diverse education and training. Our aim is to support individuals by helping schools and organisations to develop the right knowledge and skills to make informed decisions about their students futures.

For over 70 years we have been delivering expert qualifications and training solutions across the world.

Kaplan provide a range of Business and Accountancy Apprenticeships these include Accountancy, Business Administration and Customer Service. We also provide training for the major Accountancy qualifications including; ACCA, CIMA, AAT & ICAEW as well as Management and Legal qualifications.

Over the last ten years, we have helped 25,000 people successfully complete their AAT qualification.

Our achievement rates are exceptional. Results consistently exceed national averages each year (14% higher for AAT at the most recent exam sitting)\*.

Our approach can allow students to complete their Accountancy Apprenticeship (AAT) up to a year faster with Kaplan than at a local college.

We have strong relationships with many public and private sector organisations across the UK, whom we can actively market students CV's, to help them find appropriate employment to start their Apprenticeship.

Our expert tutors and assessors are available to support students from finding employment to finishing assessments and exams.

If a student is between the ages of 16-24, all of our Apprenticeship programmes receive full or part government funding, making training affordable†.

\*Data source [www.apprenticeships.co.uk](http://www.apprenticeships.co.uk)

†Based on AAT students taking the exams in the June 09 sitting

‡Terms and conditions apply, for more information visit [www.kaplanapprenticeships.co.uk](http://www.kaplanapprenticeships.co.uk)

# which is the right step for your students?

Kaplan offers Business and Accountancy Apprenticeships, helping students to gain a recognised qualification and embark on a successful career.

There are several benefits that an Apprenticeship can bring. These include increased earning potential, opportunity to gain a qualification whilst earning a living, career progression and personal development.

Kaplan can help students to gain an NVQ qualification in one of the following Apprenticeships:

- A** Accountancy (AAT)
- B** Business Administration
- C** Customer Service



### Accountancy Apprenticeship (AAT)

AAT (the Association of Accounting Technicians) is internationally recognised amongst thousands of employers worldwide. With over 100,000 members it is the largest body of accounting technicians in the UK today.

This Apprenticeship is ideal for those who like working with numbers and are interested in the financial side of business. All organisations have a finance function, whether they are a commercial enterprise, part of the government, a public body, or even a charity. Working in finance gives you a real insight into how the organisation operates and the chance to make a real difference to business performance.

On successful completion of the AAT qualification, a student will gain exemptions from certain units of the major professional accountancy qualifications, ACCA, CIMA, ICAEW and CIPFA making this an attractive and viable alternative to the university approach to becoming an Accountant. In fact, by studying an AAT qualification, your student will progress faster than someone who goes to university.



14% higher  
**success rates**  
than the national average with Kaplan\*

### Business Administration

Our Business Administration course will help students develop exceptional organisational skills, which can be employed in a variety of roles and industries. This course is perfect for students that are neat and tidy and love to be organised. With three stages and the option to add a Management Level, the course is designed to give students the confidence to manage multiple tasks, whilst giving them the knowledge and skills needed to develop a successful career in business.

Successful completion of this recognised qualification will set students apart and provide them with an excellent stepping stone into a range of career paths including Payroll, Administration, Management and Human Resources.

### Customer Service Apprenticeship

This Apprenticeship gives students the skills to provide excellent customer service, which can be applied to hundreds of job roles across different sectors. This course is ideal for students that are good with people and those that want to embark on a successful career in business. With three levels and the option to enhance the course with a Team Leading qualification, studying our Customer Service Apprenticeship will give students the opportunity to develop a rewarding career in business.

Successful completion of this qualification will equip students with an excellent all round knowledge of customer service and business. Providing them with a platform to develop their career and earning potential.

\*Based on AAT students taking the exams in the June 09 sitting

# Why choose Kaplan?

Kaplan is  
**committed**  
to building young  
peoples futures





1

**Dedication**

With Kaplan, our specialist tutors and dedicated support teams are available to help your students throughout their studies. We are always here to ensure student success. Whether it's on the phone, by email or personal one-to-ones in our centres. We have professional, centrally located premises, fully equipped with the latest classroom technology and internet access for all students.



3

**Flexibility**

Our national presence means that once a student has joined us we can offer them the flexibility to choose a location and study method that suits their lifestyle, wherever they are based. What's more with Kaplan all qualifications are delivered through a variety of media, where appropriate. For AAT these include: traditional text books, online resources and web based material. All study materials are included with no extra charge.



2

**Trust**

Kaplan has recognition of quality in education provision, with Grade 2 awarded in our AII inspection (now part of OFSTED). All Kaplan staff are CRB screened and our premises health and safety checked so you can trust your students are in a safe environment.



4

**Success**

Our students consistently achieve results that exceed national averages. We are so confident about getting people through their AAT qualification we offer a PASS guarantee, so if students are unsuccessful in any unit they can retake that element without charge\*.

\* Terms and conditions apply

# 4 steps to support your students

At Kaplan, we are committed to investing in the development of young people's skills and supporting their learning.





1

### Dedicated CV Placement Service

To be able to start an Apprenticeship it is essential that students find a job which is relevant to the Apprenticeship that they would like to do. If they haven't already got a job don't worry, Kaplan are here to help! We have a dedicated CV Service which is specially designed to help students find suitable employment to step into an Apprenticeship. Kaplan has a strong relationship with many public and private sector organisations across the country and we have often found that our clients approach us to help fill their Apprenticeship vacancies.

Here is a list of some of the employers we have links with:



claire's



Tenon

Each Kaplan centre across the UK offers our CV service. Upon receipt of a CV, one of our dedicated Apprenticeship Coordinators will call the student to chat through the individuals profile and their career aspirations. We will also conduct a mock interview and offer advice before actively marketing their CV to companies that are currently recruiting.

Through our CV Service we help match individuals to organisations.

**Take a step in the right direction and help your students to start an Apprenticeship.**

Email your students CVs to:  
[steponup@kaplan.co.uk](mailto:steponup@kaplan.co.uk)

**£15,000**

the value of the  
AAT Accountancy  
Scholarship



2

### **Kaplan Accountancy Scholarships**

We are really proud to offer all year 11 and 13 students the opportunity to apply for a place on our Accountancy Scholarship programme. The winners of the Accountancy Scholarship receive full AAT tuition, followed by their choice of ACCA, CIMA, ICAEW or CIPFA completely free of charge, regardless of whether they obtain employment or receive any government funding\*. The value of the Accounting Scholarship is in excess of £15,000 and creates increased employment opportunities for the winner.

Applications for the Scholarship programme start during the Autumn school term, whilst interviews and the final selection process take place in the spring.

To apply for the programme students must submit an application form, supported by a testimonial from a teacher. Your school or college may enter up to a maximum of 5 students; we will then make a selection from those to go forward to an interview stage. Nine runners up will also receive automatic entry onto our Summer School programme and will receive assistance from us about how to gain employment to do an Apprenticeship.

Visit [www.kaplanapprenticeships.co.uk](http://www.kaplanapprenticeships.co.uk) to find out how to apply.

\* Registration and exam entry fees still apply.

3

### Kaplan Summer Schools

As part of our commitment to young people, every year Kaplan hosts a free Summer School. This programme is aimed at year 11, 12 and 13 students to help young people make the right career step.

Students will attend a four day course, held at a their local Kaplan centre during the summer holidays. During this time we will introduce participants to working in a professional environment including sessions on:

- CV writing
- Interview skills
- Health & Safety in the workplace
- Equality and diversity
- Introduction to Business and Accounting

This four day course is the perfect way to find out more about what it's like to be an Apprentice, provide students with the opportunity to meet prospective employers to find employment and talk to current Apprentices for advice on the best step for them.

At the end of the Summer School, students will receive a Kaplan certificate which can be added to their National Record of Achievement, with the added opportunity to let us market their CV to our employer base.

To take part in the Summer School courses, students need to complete an application form. Applications start in February for places on the Summer School which is held in August every year.

Application forms can be downloaded from [www.kaplanapprenticeships.co.uk](http://www.kaplanapprenticeships.co.uk)

4

### The Kaplan Business Challenge

Over recent years we have developed a highly successful board game, known as the Kaplan Business Challenge, designed to give students an insight in to the sorts of decisions made by Managers in business.

At different times of the year, our centres are running competitions for groups of local schools to participate in the Kaplan Business Challenge. Contact your local Kaplan learning centre for details and availability.



## Here's what our students think:

"The Kaplan team is always available to offer advice and support. They are very knowledgeable about what course is best suited to the individual."

**Alisha Hewitt, 21**

"I chose the Apprenticeship over university because personally I felt it was a better option to go to work full time and earn a salary, than go to college and university and leave with debts."

**Daniel Ainscough, 18**

"Kaplan has been excellent, giving help and advice at every point during my studies."

**Richard Gadd, 18**

"I would recommend Kaplan, because they are supportive throughout your studies and have excellent pass rates."

**Laura Griggs, 18**



**Richard Gadd**

“Kaplan is very supportive and welcoming. They have helped me to start my studies and through their CV Service they helped me to gain a position in a prestigious firm to do my Apprenticeship.”

**Natasha Hawkins, 18**

“Through Kaplan I now have the skills to develop a strong career in Customer Services.”

**Nicola Bell**

“I have already recommended Kaplan to a colleague as my company is so impressed with my progress.”

**Becky Bridges, 21**

“The Scholarship was something I really wanted; even though I didn’t think I stood a chance, I was overwhelmed when I heard I had been successful.”

**Husnain Hussain, 17**



**Becky Bridges**

# how will Kaplan support your school?



### **Help with careers fairs**

We will attend careers events to discuss the options available for a career in Business and Accountancy with your students and their parents.

### **Support with your enterprise events**

We will provide support on your enterprise days as business volunteers and offer help and provide guidance to your students. All our volunteers will have worked in industry as qualified Accountants and Managers, enabling them to provide your students with expert advice based on real life experiences.

### **Invitations to our in-centre events**

During the year, our centres across the UK hold several evening events for students and their parents to come in and find out more about studying with Kaplan.

Our local teams will welcome you to our centres, give your students a tour of our facilities, and be on hand to answer any questions they may have. Some of our current Apprentices will also be available to explain how they have benefited from studying an Apprenticeship. A number of prospective employers will also talk through their current job vacancies. Over the past few years, several students that attended these events have been successful in securing a job with these employers.

### **Talks on career options**

Many of your students may find it difficult to ask questions in the open forum of a careers event, or may have further queries after reading our literature. We offer you the opportunity to have a member of our team visit your school to give students detailed advice about the different options available to them. We will explain the various routes into Apprenticeships, give advice on how to gain employment, and answer any other questions they may have.



# where can you find us?



**We are here for you every step of the way.**

<b>Birmingham</b>	Matt Gofton	0121 200 8446
<b>Bradford</b>	Jo Jarvis	0113 243 7414
<b>Bristol</b>	Rhian Gilbert	0117 925 5266
<b>Cambridge</b>	Caron Betts	01603 883 404
<b>Cardiff</b>	Matthew Busuttill	0292 038 8067
<b>Crawley</b>	Peter Nunn	0129 351 8400
<b>Darlington</b>	Sarah Willox	0191 211 3910
<b>Derby</b>	Hannah Currie	0116 204 5985
<b>Glasgow</b>	Samantha Hastie	0141 333 5986
<b>Grimsby</b>	Graham Jefferson	0148 238 8243
<b>Hull</b>	Graham Jefferson	0148 238 8243
<b>Ipswich</b>	Caron Betts	0160 388 3404
<b>Leeds</b>	Jo Jarvis	0113 243 7414
<b>Leicester</b>	Hannah Currie	0116 204 5985
<b>Liverpool</b>	Jaine Davies	0151 236 4052
<b>London</b>	Catrin Thomas	0207 520 1169
<b>Manchester</b>	James Dean	0161 233 2341
<b>Milton Keynes</b>	Peter Nunn	0190 820 1127
<b>Newcastle</b>	Sarah Willox	0191 211 3910
<b>Nottingham</b>	Hannah Currie	0116 204 5985
<b>Norwich</b>	Caron Betts	0160 388 3404
<b>Peterborough</b>	Hannah Currie	0116 204 5985
<b>Preston</b>	James Dean	0161 233 2341
<b>Reading</b>	Joey Harman	0118 951 3100
<b>Sheffield</b>	Jo Jarvis	0113 243 7414
<b>Southampton</b>	Mandi Philips	0238 022 0852

To find out more visit  
[www.kaplanapprenticeships.co.uk](http://www.kaplanapprenticeships.co.uk) or contact your local centre.

[www.kaplanapprenticeships.co.uk](http://www.kaplanapprenticeships.co.uk)

