

CHAPTER FIVE

Diplomas

What subjects are available in the Diploma?

The Diploma is available at three different levels. Levels 1 and 2 are the levels that are normally available at Key Stage 4. You can select whichever level Diploma suits you best.

- Level 1: equivalent in size and status to four to five GCSEs at grades D–G.
- Level 2: equivalent in size and status to five to six GCSEs at grades A*–C.

The Diploma will not take up all of your time at Key Stage 4. You will also study some elements of the National Curriculum, probably including GCSEs.

From September 2010, Diploma courses will be available in 14 subject areas:

- Business, Administration and Finance
- Construction and the Built Environment
- Creative and Media
- Engineering
- Environmental and Land-based Studies
- Hair and Beauty Studies
- Hospitality
- Information Technology
- Manufacturing and Product Design
- Public Services
- Retail Business
- Society, Health and Development
- Sport and Active Leisure
- Travel and Tourism.

Three further subject areas are to be launched in September 2011:

- Humanities and Social Sciences
- Languages and International communication
- Science (where Advanced Level will not be available until 2012).

Directory of Diplomas

The following pages give more detailed information about each of these Diplomas. Each subject or learning line is discussed using the following:

- overview of the subject area
- the various levels of Diploma

- main areas of learning (**principal, additional/specialist** and **generic**)
- how the Diploma is taught and assessed
- the next step from the particular Diploma
- the Diploma and choosing a career pathway.

Syllabus information

If you need more information on any particular Diploma that interests you, it's a good idea to check out the syllabus of the relevant exam board that your school or college runs. These can be found on the exam board websites, which are listed below.

AS/A levels, Advanced Diplomas and equivalents

A levels and Advanced Diplomas will provide the main progression routes if you want to go on to university and/or high status careers. However, there are some excellent alternatives, such as the International Baccalaureate (offered by some schools and sixth form colleges) and BTEC and OCR Nationals (usually offered in colleges of further education).

The availability of courses in a particular subject area at A level, Advanced Diploma and BTEC or OCR National is listed in each subject section.

Future careers

Each subject area includes ideas for possible future careers.

What to do next

As you browse through the subject entries, try to have in mind the following questions.

- Would I enjoy studying this Diploma?
- Would I do well in this Diploma learning line, given the type of assessment methods used?
- How would choosing this Diploma affect my plans for further study at 16+?
- How would choosing this subject affect my career options?

If you are still finding it difficult to choose between a few subjects, look again at Chapter Three, 'Choosing Your Subjects', in Part One (page 23).

BUSINESS, ADMINISTRATION AND FINANCE

The Diploma in Business, Administration and Finance uses a mix of theoretical and applied learning approaches to teach you about business enterprise, business administration and finance.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Business, Administration and Finance taught and assessed?

In the principal learning element, you will learn about the issues that affect business today, how it works and what skills you need to have. This will include:

- business enterprise: developing ideas, carrying out research and promoting products or services
- business administration: learning about business administration and how important it is to organisations
- finance: acquiring the knowledge and skills you need to manage personal and business finances.

You will also do a minimum of 10 days' work experience and get the chance to learn from people working in business.

At each level, you can develop your particular business, administration and finance interests further by taking specialist courses relating to your chosen subject and career ambitions. For example, you could learn more about ICT or human resources. Alternatively, you can choose subjects that would help you get into university, such as law and statistics. You could also broaden your learning by studying a different subject altogether, perhaps a foreign language, a humanities subject, music or science.

During the course, you will also complete a student project to demonstrate the skills and knowledge you have learned, for example on aspects of customer provision or satisfaction.

As part of your generic learning, you also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to the business sector. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will include more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Business, Administration and Finance and choosing a career

A Diploma in Business, Administration and Finance does not mean you have to take up a career in this sector. The Diploma gives you a wide range of next-step options. After studying a Foundation or Higher Diploma in Business, Administration and Finance, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. For ideas on specific careers in business, administration and finance, look at the careers pathway section on page 46.

Further information

- Business, Administration and Finance Diploma website www.baf-diploma.org.uk
- BBC Business www.bbc.co.uk/business
- Bank of England www.bankofengland.co.uk
- biz/ed www.bized.co.uk
- Business Studies Online www.businessstudiesonline.co.uk
- Council for Administration – Careers www.breakinto.biz
- Investing for Kids <http://library.thinkquest.org/3096>
- The Times 100 www.thetimes100.co.uk
- Young Enterprise www.young-enterprise.org.uk
- *How to Get Ahead In ... Business and Finance*, Raintree

CONSTRUCTION AND THE BUILT ENVIRONMENT

The Diploma in Construction and the Built Environment uses a mix of theoretical and applied learning approaches to help you gain an understanding of the construction industry and to develop the skills which employers in this sector are seeking. This sector includes industries such as architecture, structural steelwork, heating and ventilation, painting and decorating, and surveying.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Construction and the Built Environment taught and assessed?

The principal learning element includes:

- understanding how the built environment is designed and constructed, how it impacts on people and communities, and how history, politics and economics affect it
- developing a range of skills and knowledge needed in different industries – for example, using tools and understanding modern construction methods and materials
- analysing the need for good management and continuous maintenance
- understanding the importance of good design, workmanship and teamwork.

You will also do a minimum of 10 days' work experience and get the chance to learn from professionals in the sector.

You can choose another option or specialist learning options to meet your personal interests and career goals. You could, for example, choose specialist courses that relate to your chosen subject and career ambitions, such as plumbing or joinery. You could choose to learn about housing or the impact different kinds of land use has on the safety, health and well-being of communities. Alternatively, you could broaden your learning by studying a different subject altogether; perhaps a foreign language, a humanities subject or music.

During the course, you will also complete a student project to demonstrate the skills and knowledge you have been able to develop, for example on the design of a new building or structure.

As part of your generic learning, you will also continue to study English, Maths and ICT. But you will study these subjects particularly for their relevance to construction and the built

environment. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Construction and the Built Environment and choosing a career

A Diploma in Construction and the Built Environment does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Construction and the Built Environment, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also start an Apprenticeship or take up a job with further training. If you do want a career in the specific sector, you might choose to aim for a university degree in construction management, building services engineering, housing practice, planning or architecture. Alternatively, you could consider a career as a building services contractor, construction worker, electrician, engineer, urban planner, property developer, estate agent, or restorer of old buildings.

Further information

- Construction and the Built Environment Diploma website www.cbdiploma.co.uk/employers
- Chartered Institute of Architectural Technologists www.ciat.org.uk/en/careers
- Chartered Institute of Plumbing and Heating Engineering www.ciphe.org.uk/Professional/Careers
- Chartered Institution of Building Services Engineers www.cibse.org
- Construction Skills www.constructionskills.net
- Construction Youth Trust www.constructionyouth.org.uk

- Institution of Civil Engineering Surveyors www.ices.org.uk/careers.php
- Institution of Structural Engineers www.istructe.org
- Landscape Institute www.landscapeinstitute.org/education
- Royal Institute of British Architects www.architecture.com/EducationAndCareers/BecomingAnArchitect/
- Pilgrim, Dee, *Real Life Guide to Construction*, Trotman
- Ryder, Tim and Penrith, Deborah, *Working with the Environment*, Vocation Work

CREATIVE AND MEDIA

The Diploma in Creative and Media uses a mix of theoretical and applied learning approaches to help you gain knowledge and understanding about the creative industries, which include dance, drama, fashion, film, music, publishing, and television. A full list of sector-related disciplines is listed under the heading 'How is the Diploma in Creative and Media taught and assessed?'

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Creative and Media taught and assessed?

The principal learning element includes the various disciplines that make up Creative and Media. The content is delivered via four themes:

- creativity in context
- thinking and working creatively
- principles, processes and practice
- creative businesses and enterprise.

These four themes are applied in the study of one or more of the various sector-related disciplines. These include two- and three-dimensional visual art, craft, graphic design, product design, fashion, textiles, footwear, advertising, drama, dance, film, music, television, audio and radio, interactive media, animation, computer games, photo imaging and creative writing.

You will also do a minimum of 10 days' work experience and get the chance to learn from professionals. This does not have to be related to one of the creative and media areas of work.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose to cover a particular creative and media-related topic in greater depth. Alternatively, you could broaden your learning by studying a different subject altogether; perhaps a foreign language, a humanities subject, or a science.

During the course, you will also complete a project, building up an evidence portfolio that will demonstrate the skills and knowledge you have been able to develop in relation to one of the sector-related disciplines or a combination of two or three of these disciplines.

As part of your generic learning, you also continue with the learning of English, Maths and ICT but these subjects are taught particularly for their relevance to the creative and media

sector. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Creative and Media and choosing a career

A Diploma in Creative and Media does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Creative and Media, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. For ideas on specific careers in the creative and media sector, you could look at the careers pathway section on page 40 and also investigate careers in any of the related disciplines mentioned in this section.

Further information

- Creative and Media Diploma website www.skillset.org/qualifications/diploma/
- Catalogue of Internet Resources <http://bubl.ac.uk/link/m/mediastudies.htm>
- Creative and Cultural Skills www.creative-choices.co.uk
- Skillfast-UK (Sector Skills Council for Fashion and Media) www.skillfast-uk.org/justthejob
- Skillset (the Sector Skills Council for Creative Media) www.skillset.org/careers
- Holmes, Karen, *Real Life Guide to Creative Industries*, Trotman
- Miller, Rose and Zajac, Camilla, *Real Life Guide to Hospitality and Events Management*, Trotman

ENGINEERING

The Diploma in Engineering uses a mix of theoretical and applied learning approaches to help you use your maths, science, technology and creative skills in designing and making products.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Engineering taught and assessed?

The principal learning element includes:

- basic engineering principles
- the importance and impact of engineering on our lives
- what makes innovations succeed, how new materials contribute to design, how to develop and launch new ideas.

You will also do a minimum of 10 days' engineering work experience and get the chance to learn from professional engineers.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose to study engineering topics such as robotics, medical engineering or aerospace. Alternatively, you could broaden your learning by studying a different subject altogether; perhaps a foreign language, a humanities subject, music or science.

During the course, you will also complete a practical project as evidence of the skills and knowledge you will have developed, for example, a project on the contribution that engineering can make to improving the lives of people with disabilities.

As part of your generic learning, you will continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to engineering. You will also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Engineering and choosing a career

A Diploma in Engineering does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Engineering, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. For ideas on specific careers in engineering, look at the careers pathway section on page 60.

Further information

- Engineering Diploma website www.engineeringdiploma.com
- Catalogue of Internet Resources <http://bubl.ac.uk/link/e/engineeringeducation.htm>
- Why Study Materials? www.whystudymaterials.ac.uk
- Garner, Geraldine, *Careers in Engineering*, McGraw-Hill
- *How to Get Ahead In ... Engineering and Design*, Raintree

ENVIRONMENTAL AND LAND-BASED STUDIES

The Diploma in Environmental and Land-based Studies uses a mix of theoretical and applied learning approaches to help you understand and study environmental and land-based subjects.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Environmental and Land-based Studies taught and assessed?

The principal learning element covers three main areas:

- the limited resources of our natural environment, our impact on it, how it influences us and how these resources are used
- how we use plants for commercial, recreational and conservation purposes and animals for production (food), recreation, work or companionship
- the impact we have on our environment and how important it is to use environmentally friendly 'green' practices.

You will learn to have proper consideration of health and safety and you will develop scientific, communication and management skills. You will also develop entrepreneurial and creative skills, a preparation for the possibility of eventually running your own business in this area.

You will also do fieldwork to study different habitats and you will do a minimum of 10 days' work experience, getting the chance to learn by working with professionals.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose to study in greater depth topics that are related to the environment. Alternatively, you could broaden your learning by studying a different subject altogether; perhaps a foreign language, history or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you would have developed, for example on an aspect of the human 'carbon footprint'.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to Environmental and Land-based Studies. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Environmental and Land-based Studies and choosing a career

A Diploma in Environmental and Land-based Studies does not mean you have to take up a career in this broad area of work. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Environmental and Land-based Studies, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. Specific careers that do relate to Environmental and Land-based Studies include animal protection and other work with animals, agriculture, arboriculture, charity work, fish farming, forestry, grounds maintenance and greenkeeping, horticulture, and landscape gardening.

Further information

- Environmental and Land-based Studies Diploma website www.diplomaelbs.co.uk
- Department for the Environment, Food and Rural Affairs www.defra.gov.uk
- Farming and Countryside Education www.face-online.org.uk
- Institute of Biology www.societyofbiology.org/education
- Lantra (the Sector Skills Council for Environmental and Land-based industries) www.lantra.co.uk/young-people-and-parents
- Natural England www.naturalengland.org.uk
- The Wildlife Trusts www.wildlifetrusts.org

HAIR AND BEAUTY STUDIES

The Diploma in Hair and Beauty Studies uses a mix of theoretical and practical learning approaches to help you learn about working in the hair and beauty sector. The sector is made up of six industries: hairdressing, barbering, African Caribbean hairdressing and barbering, beauty therapy, spa therapy and nail services.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Hair and Beauty Studies taught and assessed?

The principal learning element includes:

- principles of basic hair, beauty and nail treatments and routines
- the global environment in which hair and beauty businesses operate
- the influence of personality, culture, race, gender, fashion and religion
- research and innovation in hair and beauty product design
- personal presentation, hygiene and well-being
- communication skills, including customer relations
- promotion and selling
- business systems and processes involved in running a salon, barbershop, nail bar or spa.

You will also do a minimum of 10 days' work experience and get the chance to learn from professionals in the sector, perhaps in a hairdresser's salon, a spa centre or at a make-up counter.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, learn to plait or twist hair, learn themed face painting or study complementary and alternative health therapies. Alternatively, you could broaden your learning by taking an additional science subject that might help you with your principal learning. You could also pick a different subject altogether, perhaps a foreign language, a humanities subject or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you would have developed. It could be a written piece of work, a piece of research or something practical, such as a video on the different hairstyles and looks you find in a culturally diverse area.

As part of your generic learning, you also continue with the learning of English, Maths and ICT but these subjects are taught particularly for their relevance to Hair and Beauty Studies. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Hair and Beauty Studies and choosing a career

A Diploma in Hair and Beauty Studies does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Hair and Beauty Studies, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. Careers that are directly related to Hair and Beauty Studies include beauty consultant, body artist/tattooist, hairdresser/barber, make-up artist, nail technician, spa centre therapist, store demonstrator and wigmaker.

Further information

- Hair and Beauty Diploma website www.habia.org/diploma
- British Association of Beauty Therapy and Cosmetology www.babtac.com
- Complementary Therapists Association www.complementary.assoc.org.uk/Quals/?QC=29
- Guild of Professional Beauty Therapists www.beautyguild.com
- Hairdressing and Beauty Industry Authority www.habia.org
- Institute of Trichologists www.trichologists.org.uk/about.htm
- Skillset (Sector Skills Council for Creative and Media) www.skillset.org
- Tattoo Club of Great Britain www.tattoo.co.uk

HOSPITALITY

The Diploma in Hospitality uses a mix of theoretical and applied learning approaches to introduce you to the hospitality industry and customer service. It helps you develop the skills to work in the industry, e.g. in preparing and serving food and drink.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide on which level is more appropriate for you at this stage of your learning.

How is the Diploma in Hospitality taught and assessed?

The principal learning element includes:

- learning about the hospitality industry and the different departments that make up a hospitality business
- what's involved in running a restaurant, café or hotel
- developing the skills you need to work in the industry
- financial aspects, including pricing and budgeting
- customer service
- basic legislation and health and safety.

You will also do a minimum of 10 days' engineering work experience and get the chance to learn from professionals in the industry, e.g. taking a placement in an events company or in the kitchen of a local café, hotel or restaurant.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose to take an option in food preparation or guest services, or take a GCSE in Food Technology or Languages. Alternatively, you could broaden your learning by studying a different subject altogether; perhaps a humanities subject or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have developed. You could, for example, do a customer survey for a local restaurant.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to hospitality. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Hospitality and choosing a career

A Diploma in Hospitality does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Hospitality, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. Careers that are directly related to hospitality include bar manager/owner or publican, catering or restaurant manager, chef, fast food service assistant/manager, functions caterer, hotel manager, hotel porter, housekeeper, kitchen assistant, party organiser, and waiter/waitress.

Further information

- Hospitality Diploma website www.hospitalitydiploma.co.uk
- British Institute of Innkeeping www.bii.org
- Institute of Hospitality www.instituteofhospitality.org
- Institute of Brewing and Distilling www.ibd.org.uk
- People 1st (Sector Skills Council for Hospitality, Leisure, Travel and Tourism) www.people1st.co.uk
- Springboard UK www.springboarduk.org.uk
- Pilgrim, Dee, *Real Life Guide to Catering*, Trotman
- Miller, Rose, and Zajac, Camilla, *Real Life Guide to Hospitality and Events Management*, Trotman

INFORMATION TECHNOLOGY

The Diploma in IT uses a mix of theoretical and applied learning approaches to help you understand how organisations work, the role technology plays, and how to create technology solutions.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in IT taught and assessed?

The principal learning element includes:

- how technology transforms society
- how it affects the success of a business
- creating technology solutions
- designing and developing a multimedia product
- working with other people and in teams
- use of communications in business
- the roles of IT professionals and how they contribute to different industries.

You will also do a minimum of 10 days' work experience, probably in an IT-related placement, and get the chance to learn from professionals in the field.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose a specialist IT course in software design, web development or business administration. Alternatively, you could take a GCSE in, for example, Economics or a modern foreign language. Or, you could broaden your learning by studying a different subject altogether; perhaps a humanities subject or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have developed. It could be a written piece of work, an investigation or something practical, such as designing and building a website for a local charity.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to IT. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in IT and choosing a career

A Diploma in IT does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in IT, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. For ideas on specific careers in IT, look at the careers pathway section on page 76.

Further information

- IT Diploma website www.e-skills.com/Diploma-in-IT
- BBC Webwise www.bbc.co.uk/webwise
- British Computer Society www.bcs.org
- Computer Information Center www.compinfo-center.com
- ICT Teacher www.ict-teacher.com
- IT Careers www.computeach.co.uk/Jegsworks
www.jegsworks.com/Lessons/lessonintro.htm
- Hobbs, Mike, *E-Commerce Uncovered*, Trotman
- *How to Get Ahead In ... IT and Administration*, Raintree

MANUFACTURING AND PRODUCT DESIGN

The Diploma in Manufacturing and Product Design uses a mix of theoretical and applied learning approaches to help you understand and gain knowledge about the manufacturing industry, its production systems and processes. The main areas in the sector are:

- food and drink
- textiles and clothing
- processing
- chemicals, polymers and pharmaceuticals
- engineering materials.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Manufacturing and Product Design taught and assessed?

The principal learning element includes:

- how manufacturing businesses work and the processes they use
- the different materials and how they are used
- manufacturing in the UK and its place in global manufacturing
- product design
- business systems and enterprise.

You will also do a minimum of 10 days' work experience and get the chance to learn from professionals, probably in the manufacturing industry. You might, for example, have a work placement in a production factory or with a design team.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose a specialist course in manufacturing and product design, such as robot technology and how manufacturers are using it. Or, you might want to learn more business systems within the industry. Alternatively, you could broaden your learning by studying a different subject altogether, perhaps a foreign language or a humanities subject.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have developed. It could be a written piece of work, an investigation or something practical, such as looking at the end product, and how it is costed, promoted and launched.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to manufacturing and product design. You will also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Manufacturing and Product Design and choosing a career

A Diploma in Manufacturing and Product Design does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Manufacturing and Product Design, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. Specific careers in manufacturing and product design include assembly work, biomedical engineering, brewing, computer-aided design draughtsman/woman, electricity generation, engineering (at different levels and in many different contexts), motor vehicle production, oil worker, and telecommunications.

Further information

- Manufacturing and Product Design Diploma website www.manufacturingdiploma.co.uk
- CITB-Construction Skills www.citb.org.uk/careers
- Cogent (Sector Skills Council for the Oil and Gas Extraction, Chemicals Manufacturing and Petroleum Industries) www.cogent-ssc.com/education_and_qualifications
- e-skills UK www.e-skills.com/1044
- Energy Institute www.energyinst.org.uk

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- Engineering Careers Information Service www.enginuity.org.uk/routes_into_engineering/your_options.cfm
- Engineering Council www.engc.org.uk
- Improve Ltd (Sector Skills Council for Food and Drink) www.improveltd.co.uk
- Institute of Brewing and Distilling www.ibd.org.uk
- Institute of Materials, Minerals and Mining www.materials-careers.org.uk
- Institute of Measurement and Control www.instmc.org.uk/young-tech-network
- Institute of Petroleum www.petroleum.co.uk
- Institution of Agricultural Engineers www.iagre.org
- Institution of Engineering and Technology www.theiet.org
- Institution of Mechanical Engineers www.imeche.org.uk
- National Centre for Training and Education in Prosthetics and Orthotics www.strath.ac.uk/prosthetics
- Network Rail www.networkrail.co.uk/asp/117.aspx
- Oilcareers www.oilcareers.com/content/training
- Royal Aeronautical Service www.raes.org.uk
- Royal Institute of Naval Architects www.rina.org.uk
- Scottish Engineering www.scottishengineering.org.uk
- SEMTA (Sector Skills Council for Science, Engineering and Manufacturing Technologies) - Careers Information Service www.semta.org.uk

PUBLIC SERVICES

The Diploma in Public Services uses a mix of theoretical and applied learning approaches to help you learn about public services, including the armed forces, education, law and order, health, and local and central government.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Public Services taught and assessed?

The principal learning element includes:

- finding out about local and nationally delivered public services
- the job roles of people who work in public services
- how public services assess, support and promote well-being for individuals and communities
- communication in the public services
- health and well-being in the community, including safety and protection
- the skills needed to work in public services.

You will also do a minimum of 10 days' work experience, probably in a public services workplace and get the chance to learn from professionals in the sector.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose a topic specifically related to your public services studies, such as statistics. Alternatively, you could broaden your learning by studying a different subject altogether; perhaps a foreign language, a humanities subject, or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have developed, for example how locally delivered public services can contribute to improving the well-being and protection of elderly people.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to public services. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, and additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Public Services and choosing a career

A Diploma in Public Services does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Public Services, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. Specific careers in public services include accountant, administrator, civil servant, clerk, finance officer, health and safety adviser, human resources officer, occupational health officer, receptionist, secretary, switchboard operator, and training officer.

Further information

- Public Services Diploma www.diplomainpublicservices.co.uk
- Association of Medical Secretaries, Practice Managers, Administrators and Receptionists www.amspar.co.uk
- British Safety Council www.britishsafetycouncil.co.uk
- Civil Service Careers www.civilservice.gov.uk/jobs
- Council for Administration Careers www.breakintobiz
- Financial Services Authority – Careers www.fsa.gov.uk/Pages/About/careers
- Health and Safety Executive – Careers www.hse.gov.uk/careers
- Institute of Chartered Secretaries and Administrators www.icsa.org.uk
- Institute of Financial Services www.ifslearning.ac.uk
- Institute of Legal Executives www.ilex.org.uk/about_legal_executives.aspx
- Institute of Occupational Safety and Health www.iosh.co.uk
- Springboard UK www.springboarduk.org.uk

RETAIL BUSINESS

The Diploma in Retail Business uses a mix of theoretical and applied learning approaches to help you learn about the retail industry and how it works, including different types of businesses and jobs, and what retail means to people and communities.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide on which level is more appropriate for you at this stage of your learning.

How is the Diploma in Retail Business taught and assessed?

The principal learning element includes:

- finding out how goods go from being manufactured to being sold in shops
- exploring how a retail outlet is run
- learning about marketing and sales targets
- sales techniques, practices and procedures
- understanding the importance of customer service
- exploring enterprise and innovation in business
- ethical and environmental issues in retail business
- the risks and problems of retail supply chains
- health and safety aspects in the sector.

You will also do a minimum of 10 days' work experience, usually in the retail business sector, and get the chance to learn from those already working in a business environment.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose a topic that would be helpful in retail business, such as a modern foreign language. Or, you could broaden your learning by studying a different subject altogether, perhaps music or an additional science subject.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have developed, for example on the effect of particular marketing or sales techniques on customer choice.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to retail business. You also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Retail Business and choosing a career

A Diploma in Retail Business does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Retail Business, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job along with further training. Specific careers in the retail business include antiques dealer; bookseller; builder's merchant; buyer; call centre operative; car salesperson; checkout operator; customer services; market trader; sales assistant; shoe repairer; store demonstrator; store manager; trading standards officer and wine merchant.

Further information

- Retail Business Diploma website www.diplomainretailbusiness.com/categories.php?categories_id=1
- British Shops and Stores Association Limited www.british-shops.co.uk
- British Franchise Association www.thebfa.org
- Chartered Institute of Marketing www.cim.co.uk
- Chartered Institute of Purchasing and Supply www.cips.org
- Institute of Customer Service www.instituteofcustomerservice.com
- Institute of Direct Marketing www.theidm.com
- Institute of Sales Promotion www.isp.org.uk
- Marketing and Sales Standards Setting Body www.msssb.org
- Scottish Enterprise www.scottish-enterprise.com
- Skillfast (Sector Skills Council for the Apparel, Footwear and Textile Industry) www.skillfast-uk.org
- Trading Standards Institute www.tradingstandards.gov.uk

SOCIETY, HEALTH AND DEVELOPMENT

The Diploma in Society, Health and Development offers a mix of theoretical and applied learning to help students to learn about the four sectors – health, adult social care, the children and young people's workforce, and community justice.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Society, Health and Development taught and assessed?

The principal learning element includes:

- the values and principles involved in supporting and meeting the needs of individuals and groups of people in society
- the political, social and economic factors that affect the four sectors
- partnership working across the sector and within each sector
- communication and information-sharing
- personal and professional development in the work environment
- safeguarding and protecting individuals and society.

You will also do a minimum of 10 days' work experience in one or more of the sectors and get the chance to learn from professionals working in the area.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose to learn about the role of play or music, or how to handle ethical dilemmas in the management and treatment of elderly people. Alternatively, you could broaden your learning by studying a different subject altogether, perhaps a foreign language or an additional science.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have developed, for example on partnership approaches to the care of people with learning difficulties.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to society, health and development. You also learn teamwork, self-management and presentation skills.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Society, Health and Development and choosing a career

A Diploma in Society, Health and Development does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Society, Health and Development, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. There is a vast range of careers across these four sectors, including ambulance driver; audiologist; benefits adviser; care assistant; chiropodist/podiatrist; complementary health practitioner; crèche manager; critical care technologist; careers adviser; charity fundraiser; childminder; counsellor; dental hygienist (and other careers in dentistry); dietitian; education officer; healthcare assistant; health service manager; home care assistant; hospital porter; housing manager; legal executive; medical technical officer; money adviser; nurse; occupational therapist; optician; pharmacy; physiotherapist; play worker; medical practice manager; Member of Parliament; probation officer; prosthetist/orthotist; radiographer; registrar (of births, marriages and deaths); school matron; social worker; teaching assistant; therapist; trade union official; volunteer organiser; warden (accommodation); welfare rights officer; and youth worker.

Further information

- Society, Health and Development Diploma website <http://shd.skillsforhealth.org.uk>
- Advice UK www.adviceuk.org.uk
- CACHE (Council for Awards in Children' Care and Education) www.cache.org.uk
- Care Council for Wales www.ccwales.org.uk
- Citizens Advice www.adviceguide.org.uk
- Citizens Advice Scotland www.cas.org.uk

- General Social Care Council www.gsc.org.uk
- Institute for Complementary Medicine www.i-c-m.org.uk
- Institute of Healthcare Management www.ihm.org.uk
- Institute of Legal Executives www.ilex.org.uk
- Law Society of England and Wales www.lawsociety.org.uk
- Law Society of Northern Ireland www.lawsoc-ni.org
- Law Society of Scotland www.lawscot.org.uk
- NCFE www.ncfe.org.uk
- NHS Careers www.nhscareers.nhs.uk
- Northern Ireland Social Care Council www.niscc.info
- Royal College of Nursing www.learnabournursing.org
- Scottish Social Services Council www.sssc.uk.com
- Skills for Health www.skillsforhealth.org.uk

SPORT AND ACTIVE LEISURE

The Diploma in Sport and Active Leisure uses a mix of theoretical and applied learning approaches to help you to acquire knowledge, skills and understanding about the sport and active leisure industry.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide which level is more appropriate for you at this stage of your learning.

How is the Diploma in Sport and Active Leisure taught and assessed?

The principal learning element includes:

- the nature of the sport and active leisure industry and who works in it
- how the body works
- the benefits of an active and healthy lifestyle
- the importance of healthy eating and the impact of unhealthy choices
- customer service and the personal skills needed in the industry
- coaching, officiating and administration
- investigating the range of career pathways in the sport and active leisure industry.

You will also do a minimum of 10 days' work experience, usually in sport and active leisure, and get the chance to learn from professionals working in the sector.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose to take coaching qualifications in one or more sports. Alternatively, you could broaden your learning by studying a different subject altogether, perhaps a foreign language or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you have acquired, for example on the development of free or low-cost activities for older citizens in a sports centre.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to sport and active leisure. You will also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in a sixth form or college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Sport and Active Leisure and choosing a career

A Diploma in Sport and Active Leisure does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Sport and Active Leisure, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. For ideas on specific careers in sport and active leisure, look at the careers pathway section on page 89.

Further information

- Sport and Active Leisure Diploma website <http://saldiploma.skillsactive.com>
- BBC Science and Nature – Human Body and Mind www.bbc.co.uk/science/humanbody
- British Association of Sport and Exercise Sciences www.bases.org.uk
- People 1st (Sector Skills Council for Hospitality, Leisure, Travel and Tourism) www.people1st.co.uk
- Sport England www.sportengland.org
- UK Sport www.uk sport.gov.uk
- Dixon, Beryl, *Sport and Fitness Uncovered*, Trotman

TRAVEL AND TOURISM

The Diploma in Travel and Tourism uses a mix of theoretical and applied learning approaches to help you to develop your knowledge and understanding of the sector and to develop skills that are relevant to the industry.

Foundation and Higher Diplomas

The Foundation Diploma is equivalent to five GCSEs at grades D–G. The Higher Diploma is equivalent to seven GCSEs at grades A*–C.

Your teachers and advisers will be able to help you decide on which level is more appropriate for you at this stage of your learning.

How is the Diploma in Travel and Tourism taught and assessed?

The principal learning element includes:

- looking at modes of passenger transport and the planning of travel routes
- learning about local, national and international visitor destinations
- marketing and selling
- customer services in the sector
- working in a team
- investigating the range of career pathways in travel and tourism.

You will also do a minimum of 10 days' work experience, usually in one or two placements within the sector, and get the chance to learn from professionals in this area.

You can choose other additional or specialist learning options to meet your personal interests and career goals. You could, for example, choose a modern foreign language or a topic such as marketing. Alternatively, you could broaden your learning by studying a different subject altogether, perhaps a humanities subject or music.

During the course, you will also complete a practical project as evidence of the skills and knowledge you would have developed, for example on customising services for a particular group within the community.

As part of your generic learning, you will also continue to study English, Maths and ICT but you will study these subjects particularly for their relevance to travel and tourism. You will also learn teamwork, self-management and presentation skills, and how to apply your knowledge and skills creatively in a business environment.

Advanced Level

The Advanced Level Diploma is normally taken in the sixth form or in a college of further education. It is equivalent to three and a half A levels and is worth 420 UCAS points.

There is also a Progression Level Diploma, which is like the Advanced Diploma, but without various options, and it is equivalent to two A levels. It is worth 300 UCAS points.

From 2011, an Extended Diploma will also be available, which will have more generic, as well as additional and specialist, learning.

After doing the Progression, Advanced or Extended Diploma you could go on to college or university, or to further training and employment.

The Diploma in Travel and Tourism and choosing a career

A Diploma in Travel and Tourism does not mean you have to take up a career in this sector. The Diploma is designed to give you a wide range of next-step options. After studying a Foundation or Higher Diploma in Engineering, you might choose to do a Progression, Advanced or Extended Diploma, or perhaps do A levels. You could also do an Apprenticeship or take up a job with further training. Specific careers in travel and tourism include air cabin crew, air traffic controller, coach tour manager, courier, distribution manager, driver, entertainment manager, holiday representative, importer/exporter, merchant navy, pilot, theme park assistant/manager, tour guide, tourist information centre assistant, transport manager, and travel agency sales consultant.

Further information

- Travel and Tourism Diploma website www.tandtdiploma.co.uk
- GoSkills (Sector Skills Council for Passenger Transport) www.goskills.org
- People 1st (Sector Skills Council for Hospitality, Leisure, Travel and Tourism) www.people1st.co.uk

About the author

Alan Vincent is General Secretary of the Association for Careers Education and Guidance (ACEG). Initially a languages teacher, he has also worked as Head of Careers in a secondary school, Head of Guidance and Admissions in a 16–19 consortium, as an Education Business Partnership Manager and as a 14–19 Consortium Coordinator. He has extensive experience in educational and vocational guidance for young people and was a secondary school governor for more than 20 years.

Alan is the author of several books, including *Look Ahead: a Guide to Working in Sport* and *Look Ahead: a Guide to Working Abroad* and articles in a wide range of careers publications.

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