



Case study: Reed Business School delivers ACCA qualifications for Davisons

Davisons has a history of supporting new employees through the demands of the ACCA exams. Having previously used a distance learning approach, in 2007 the company switched to Reed Business School and have found the training content and delivery style have delivered great results.

Why did you choose the Reed Business School?

"A few employees at Davisons had struggled with ACCA – there's a huge amount of content to absorb and obviously it's a challenge alongside a full time job. We'd always offered the home-study route for ACCA but heard good reports about the Reed Business School approach, so we gave it a go."

How did it work out?

"The Reed Business School ACCA programme offered a far more conducive environment for the kind of effort the qualification requires. It's about the quality of teaching, but it's also about the physical environment – no TV, away from the normal pressure of work, sharing the experience with others going through the same thing – it all really helps people to focus."

Did results improve?

"Yes – there's been a 20% increase in the marks achieved by Davisons employees taking ACCA. The focus at Reed Business School on exam technique has got a lot of them through – developing a good knowledge of what's really required to pass is very valuable, and the Reed Business School tutors have considerable experience in this."

What does that mean for the company?

"As a company we're expanding at the moment, and more students passing ACCA first time is helping us grow. It's only recently that we've started training so many new joiners in ACCA, and getting through the exams quickly gives them confidence and helps them progress rapidly in their new roles. "

Liz Smith
Director
Davisons