

# BUSINESS - STUDY PROGRAMME

Thank you for applying for a place to study at Craven College in September 2020. To give you a head start, our tutors have created a list of resources and activities to help you prepare for your course.

## READING MATERIALS (BOOKS, MAGAZINES AND NEWSLETTERS)

Preparing for a work placement - [https://www.youtube.com/watch?v=uG\\_LKVJjuAc](https://www.youtube.com/watch?v=uG_LKVJjuAc) - CV Writing

### MARKETING:

<https://www.creativebloq.com/logo-design/mcdonalds-logo-short-11135325> - the story behind McDonalds Logo

<https://www.tutor2u.net/business/blog/brand-values> - the value of branding

<https://www.shopify.co.uk/encyclopedia/branding> - what is branding?

### FINANCE:

<https://www.tutor2u.net/economics/blog/unit-3-micro-pay-day-lenders-versus-the-credit-unions> - credit unions and pay day loans

<https://www.tutor2u.net/economics/blog/interest-rates-are-no-longer-the-key-story> interest rates

## SOCIAL MEDIA ACCOUNTS TO FOLLOW

Marketing

[https://twitter.com/McDonalds?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/McDonalds?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

## WEBSITES

<https://www.youtube.com/watch?v=wcawawyVzYo> - Marketing research - branding

<https://www.youtube.com/watch?v=3QLoUfA4Eko> - Marketing research on branding

<https://www.allaboutcareers.com/careers-advice/work-experience/why-is-work-experience-important> - Work Experience - The benefits

<https://www.careeraddict.com/benefits-work-experience> - Work Experience - The benefits

<https://www.ft.com/> - Personal and business finance

<https://www.moneysavingexpert.com/> - Personal finance

## WORK EXPERIENCE

Work experience will be a key part of your college programme and therefore finding the right placement is really important. It is important to start thinking about what areas of business you may want to try so that you can investigate options for your placement. Many companies offer placements, start to research local organisations in your area that you may be of interest to you. These don't always have to be large organisations like Skipton Building Society or Morrison's, many small businesses offer fantastic placements and provide opportunities to try out lots of different aspects of the business world. Remember everything is a business from your local vet's surgery to a crisp manufacturer, so lots of different options.

## ACTIVITY - PLEASE COMPLETE THIS BY FRIDAY 26 JUNE

**Marketing:** Produce a quiz to test others on brand logos – 'How well do you know your brands?'

**Work Experience:** Identify three different businesses that could be potential work experience placements. Write a short paragraph to tell me a little bit about the business and why you think they would be a suitable potential placement for you.

**Finance:** Complete the short quiz by clicking on the link below.

<https://forms.office.com/Pages/ResponsePage.aspx?id=2Cr5cLbCkUa9tf2gulxFcLH-xMTuEWtDvgHyAO2KhpdUOUo5TTNETUo2NE43UDRWOTZLWVNMNzIDUC4u>

**Exploring Business:** Choose two businesses that are very successful. They must be from different sectors. Write a paragraph about each one explaining what makes them so successful. Consider what their processes are, their innovation, how they treat staff, their ethos and their values. The article below will help you to understand what makes a business successful.

<https://www.entrepreneur.com/article/305688>

## APPLICANTS

Please complete this activity by **Friday 26 June** where you will present the results of the activity at our Future Student Morning.

The Future Student Morning will be delivered as a virtual event where your course area tutor will give you an online webinar, you will shortly receive an email with a link to sign up for this event.

If you have applied for a course starting September 2020, it is essential for you to sign up for this event as you will receive information about your course, enrolment and key dates.

Further details can be found at [www.craven-college.ac.uk/events](http://www.craven-college.ac.uk/events).

If you can't attend the event, please email [marketing@craven-college.ac.uk](mailto:marketing@craven-college.ac.uk) with your name and the subject area you have chosen to study and we will arrange for your tutor to contact you.

Finally, don't forget to join the Business Department Facebook Group to keep up to date with everything related to your course:

<https://www.facebook.com/groups/2805444522837703/>