

Business 101

Whether you're looking to open your own business or pursue a career in industry, Burnley College Vocational Business Division has the course for you. You will be taught by a team of knowledgeable and passionate tutors who are here to help you develop the knowledge and skills to become a business leader! Our programmes are designed to prepare you for higher education, apprenticeships or for direct entry into employment.

Regardless of what level you're looking to study with us, there are a selection of taster activities for you to get involved with before you start your course. Some activities also have hyperlinks for you to access additional material.

- Start to **investigate local businesses** and how they've dealt with the Covid-19 crisis. Using your own knowledge of the local area or through conducting research, create 1 A4 page which looks to discuss the way that **two local** businesses have adapted to deal with the Covid-19 outbreak. You might want to include some of your own ideas about the consequences of the changes they have made. What will it mean for the business in both the short and the long term?

- Do you have an idea for a business or a passion that you've always wanted to pursue? Your tutors are interested to know what you could do if you were to run your own business. **Write your own 1 A4 page business plan** and see what the tutors think of your ideas! You should include a discussion of:

- Your product or service (what it is, how it works, how it will be produced, how it is unique)
- Your target audience (who they are, where they live, how much they make)
- Your marketing (how it will be marketed, what sort of advertising you will use, when and where)
- Your operation (where are you located and why, when are you open, who you employ).

- Develop your **digital skills** by working towards the [GSuite Certification](#).

Access the free lessons to develop your knowledge of GSuite for Education. As part of your studies with us, you will access learning resources through Google Classroom and use a range of associated apps to enhance your experience. Developing your understanding of these will help you hit the ground running when you start with us.

Welcome! We look forward to you joining a vocational business programme with us in September.

The Business Team