

# BTEC Business Studies transition work for applicants



Welcome to BTEC Business Studies at St Vincent!  
This is an amazing course and we cannot wait to have you with us in September 😊

My names Jessica and I am one of the Business teachers at St Vincent. On this worksheet you will some activities to give you an insight and a taste of some of our main topics in Business Studies.

Our first unit is called Exploring Business and it is all the basics such as key terminology, different types of business ownership and market research.



Our second unit in year one is called Developing a Marketing Campaign and it is all about giving you the tools to create your own marketing campaign for a business. In this we learn about lots of different businesses and how they used marketing campaigns to become successful.

All business fall into one of three categories: Private, Not-For-Profit and Public. Most businesses are private and within this there are a variety of types of ownership. Research each and write down an explanation and an example.



## DIGITAL MARKETING

- Sole Trader
- Partnership
- Co-Operative
- Private Limited Company
- Public Limited Company

Next choose your own business. It could be a large

one like Tesco, a fashion brand like New Look, a football club like Liverpool, or a small local business. Research and find out what type of ownership it has and write a list of reasons why it is successful. I would be fascinated to these when you start with us in September!

If you want to be even more prepared you could purchase the BTEC Business Studies textbook, it is an excellent resource to support you in your studies (right). It is available on both Amazon and EBay.

