



# Student Work Book

# BUSINESS

## Meet the team!

Hello from the Stockton Riverside College Schools Team!

We want to let you know we are here to help you as restrictions start to ease in any way that we can. Remember that although your exams have been cancelled your place at Stockton Riverside College hasn't.



We know everyone is very keen to get started with us in September, and we can't wait to see you all then! We've developed these workbooks to help support you and help you fine-tune your knowledge and skills before you join us. Working closely with course tutors, we've come up with some tasks to help ensure you're up to speed once you start with us in September. We'll also be sending out more guides and top tips to get you started before you enroll!

Don't forget to follow us on our social channels for regular updates, competitions and campus news. Every Tuesday the Schools Team host weekly course takeover Q&A sessions on Instagram to answer any questions you may have! We hope you're as excited as we are for you to start your journey with us. If you have any questions, please get in touch via social media or check out our website for FAQs and latest updates relating to government guidelines.



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## We hope to see you soon!

Firstly, all of us would like to congratulate you on the acceptance of your chosen course. We eagerly await to meet you in the coming months!

We continue to find ourselves in unfamiliar times, so let's focus on the future and the journey you will soon be beginning. This booklet contains several different activities to complete. The following tasks are aimed at preparing you for your new chapter. Please email your completed work to [adam.howe@the-etc.ac.uk](mailto:adam.howe@the-etc.ac.uk) Good luck!

**Teacher name: Sarah Richardson**  
**Email Address: Sarah.Richardson@stockton.ac.uk**

***Welcome to your Summer Induction Pack for Business Level 3.***

This year promises to be a challenging one educationally, creatively and personally, and it will take a good deal of commitment and enthusiasm on your part.

For our part, we will:

- Provide a safe environment for learning
- Support you in your learning
- Provide advice and guidance regarding your future plans whether that be Higher Education or employment

We look forward to seeing you in September.

Kind regards,  
Sarah



### UNIT 1 - EXPLORING BUSINESS (PRIVATE SECTOR)

*Research each of the Ownerships mentioned below to find the following information: definition, three examples of businesses under each ownership, and liability.*

Ownership	Definition	Examples	Liability
Sole Trader			
Partnership			
Private Limited Company (Ltd)			
Public Limited Company (Plc)			
Co-operative			
Franchise			

### UNIT 1 - EXPLORING BUSINESS (PUBLIC SECTOR)

*What is the main aim of each of the three organisations in the public sector?*

Organisation	Main Aim
<b>NHS</b>	
<b>Ministry of Defence</b>	
<b>National Savings and Investment (NSI)</b>	

**What are the six key features of the public sector?**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### UNIT 1 - EXPLORING BUSINESS (VOLUNTARY SECTOR)

1. *Provide six examples of organisations from the voluntary sector.*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

1a. *Outline six key features of those voluntary sectors.*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

2. *Help and guidance: On the Streets Where we Work - Watch this short video to answer the question below: <https://www.youtube.com/watch?v=U4QvPXvNKj0>*

*What are the key points from this video?*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### UNIT 2 DEVELOPING A MARKETING CAMPAIGN

**Types of Media** – explain the benefits and advantages of using each method to promote a product or service.

Type of Media	Advantages	Disadvantages
Leaflets		
Posters		
Billboards		
Facebook		
Instagram		
Advertisement: Radio TV Newspaper		