

Hopwood Hall College

# Business

Pre-Enrolment

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[www.hopwood.ac.uk](http://www.hopwood.ac.uk)

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**Our Vision:**  
Bringing out  
the best in you!

**Our Values**



## Preparing for College: A message from the Principal:

Thank you for applying to study at Hopwood Hall College. We look forward to welcoming you soon. We want to help make sure that you are as well prepared as possible so that you feel at home here from day one.

We understand that the transition from school to college can be daunting but there's no need to worry! We have plenty of pre-enrolment activities which will help to prepare you and make your transition as smooth as possible.

Before you join the College in September, we want you to begin to develop your skills. We have brought together some subject-specific information, signposting to helpful reading and relevant websites and some activities for you to complete.

Don't worry if you get stuck on anything, just try to complete as much as you can. In the meantime, if you have any questions, please contact our Student and College Services Team on 0161 643 7560 who will be happy to help.

**I look forward to welcoming you to your college very soon.**

**Julia Heap**  
Principal and Chief Executive



## Why study business?

There are so many different business careers out there. Entering the world of business is truly exciting and offers so many opportunities both in terms of personal development and financial rewards.



"Unless you dream, you're not going to achieve anything." – Richard Branson.

Studying on a business course helps you to develop the skills that can be easily transferred and adapted to just about any future career or job position imaginable.

- presentation and report-writing
- self-motivation and organisational
- communication skills

All of these are skills will be useful in any job you find yourself in even if the role is not directly related to business.

## Securing a job, finding a passion and being paid well for it

There are a range of employment possibilities and careers in business which will not only tap into an area you are interested in, but could potentially provide you with a good salary. That's why you study at college, to get a good job which pays well.

## Developing Practical Business Skills

Even if you don't see yourself working as an HR manager or a Marketing manager a Business BTEC course can help you truly broaden your horizons and pursue your passions successfully. For example, perhaps your true passion is in animals, and you dream of someday owning your own dog grooming parlour business. Knowing how to groom dogs is only a small piece of the puzzle; in order for your business to be successful, you'll need to know how to write a detailed business plan, get finance for your business, and be comfortable with many other aspects of business management in order to keep your business profitable. This is, yet again, where experience in studying business can really come in handy in a practical way.

## Develop and Improve your Communication Skills

In your business programme, you'll learn a number of valuable communication skills that will be useful in any job. From learning how to write business reports to even communicating with people from different cultures, you'll strengthen your ability to relate to and

Speak with the people around you. A big part of studying business is also learning how to read body language and practice active listening. And when you think about that, those are skills that will benefit you not just in your future jobs, but in your everyday social interactions as well. All of our courses will introduce you to this area.

### Owning your own business / becoming an entrepreneur

Do you want to be your own boss? The skills you learn in your business program can help to make that dream a reality. From knowing how to more wisely manage your money to learning the ins and outs of writing a business plan or finding your own clients, you'll have the skills you need to start your own business.

### But what jobs are actually out there?

Take a look at the following website, perhaps take the quiz which will help you find your career direction.

<https://www.prospects.ac.uk>

There are so many opportunities within business, it doesn't matter if you are a logical thinker or one of the more creative types, there is a dream career waiting for you.

When studying on one of our business courses you will be introduced to a number of areas:

- accounts
- law
- marketing
- retail management
- fashion buyer

- HR manager
- Sales advisor
- Logistic manager
- Merchandiser
- Customer Service
- Resource manager

..... and many more. You may not know this yet, but one of these roles is for you!

### ACTIVITY

Produce a mood board or presentation of all the jobs which may be of interest to you. Use the Prospects site or do some of your own research. Keep this and update it during your studies. It will be interesting to see how your views change over the course of your



studies.



Acti  
vity



Word Search - Can you find the business roles / departments?

s l o g i s t i c s o e w d d  
 h z e c g e n h a e e s s h l  
 i e f v r c e r t o t l o h i  
 r u e n e r p e r t n e a t a  
 i p e o h u n e e z a s s s t  
 r e f t s o h b a t i a d s e  
 e i c d t s a c c o u n t s r  
 r r o e l e g n i t e k r a m  
 n o i t a r t s i n i m d a e  
 c n s a w n t a s n c m i s a  
 e o u n e a o a e o f h o i e  
 t p a m a m e g i t e l r a r  
 r g n i r u t c a f u n a m o  
 m r n s k h e e r t u u e e o  
 a d v e r t i s i n g n i r n

No clues sorry - but there are 11.

|    |     |     |    |
|----|-----|-----|----|
| 1. | 2.  | 3.  | 4. |
| 5. | 6.  | 7.  | 8. |
| 9. | 10. | 11. |    |

# Branding

This is an important element of a business and one that creates recognition and a connection with a business.

Branding includes:

Logos

Slogans

Colour Schemes

Image

Sponsorship

Funny isn't it, but we all instantly recognise the business through its logo.



Read the article on how Nando's is supporting the NHS during the COVID19 pandemic:

<https://metro.co.uk/2020/04/22/nandos-starts-reopening-branches-help-feed-nhs-12594187>



[www.youtube.com/watch?v=s8AV4asn09s](http://www.youtube.com/watch?v=s8AV4asn09s)

Even this baby recognises the golden arches.

### Activity

Find a brand which appeals to you. What attracts you to the brand?

Is it:

Logo

Slogan

Image of brand (have they been involved in a charity or done something positive?)

Can you identify these logos?



You are not having the answers, you will have to start college in September to find these out!