

BUSINESS STUDIES

The Course

Business Studies is a broad and wide-ranging qualification that will help you succeed in your future career no matter what you go on to do. The principles of business that you will learn underpin every organisation – from presenting a positive marketing image to developing effective presentation skills as well as operating inside the law and accurate accounting. Business Studies is a vocational qualification. This means that you will have the opportunity to study the theory of how businesses work by applying it to a real-life organisation.

Tasks

Before you start your Business lessons you will need to start building up a bank of examples of how real businesses operate. We would like you to look at least 5 news articles about business issues during your summer break before joining the Sixth Form. At least two of these should be about small or start-up businesses (ie not multi-nationals).

The best sources of information will be the business pages or supplements of the following newspapers: The Telegraph, The Times, The Guardian, The Independent. The weekend editions of these papers are particularly rich in examples. For ideas on small businesses you might like to look at the business advice columns these papers operate where owners of small businesses write in with their problems. The Guardian and Telegraph both offer this in their Saturday editions. The BBC news website, under the Economy\Companies tab may also be useful.

As you choose your articles, you will want to read them and think how the following topics link to each business:

- Business Strategy & Objectives (this would include plans for growth, or mergers)
- Human Resources – the people side of business which includes recruitment, motivation, pay, and redundancy
- Marketing – the way in which businesses make customers aware of the products they offer and the prices they charge
- Operations – the actual running of the business, including use of technology or changing the way products are made or customers are served.

Pre-Course Reading

How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions (Rachel Bridge)

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how they spotted a gap in a market, and developed a USP.

The Tipping Point: How Little Things Can Make a Big Difference (Malcolm Gladwell)

A very readable and fascinating book, which looks into the reasons products become market leaders.

The Google Story (David A. Wise)

An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The questions is; are these the things that made Google the world's number one search engine?

Useful Websites

www.tutor2u.net

www.bized.co.uk

www.businesscasestudies.co.uk

Freakonomics Podcast

www.bbc.co.uk/news/business