



## Super Curriculum – Business KS4



### 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 are; are these the things that made Google the world's number one search engine?
- *The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer* – Jeffrey Liker Covers Japanese Management Techniques such as Kaizen and TQM.
- *Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours* – Tarun Khanna An investigation into Asia's two growing economic powers.
- *Business Stripped Bare: Adventures of a Global Entrepreneur* – Sir Richard Branson The autobiography of Britain's most famous entrepreneur.
- *Sun Tzu – The Art of War for Managers: 50 Strategic Rules Updated for Today's Business* – Gerald A. Michaelson Applying the ancient Chinese rules of battle to modern day business.
- *The Intelligent Investor* – Benjamin Graham The classic book on stock market investment, as recommended by Warren Buffet.
- *No Logo* – Naomi Klein Klein investigates the negative side to marketing and globalisation.
- *House of Cards: How Wall Street's Gamblers Broke Capitalism* – William D Cohan Explains the reason behind the continuing global financial crisis, which started in September 2008.
- *Business GCSE Pod* [https://www.gcsepod.com/gcsepod\\_content/business-studies/](https://www.gcsepod.com/gcsepod_content/business-studies/)
- *Business Bee-* <http://www.beebusinessbee.co.uk/index.php/pages/223-beebusinessbee-forbusiness-students> Business Reading Lists News-sources



### Watching:

YouTube clip:

<https://www.youtube.com/watch?v=Rthtd3YdsiY&list=PLp8qK4YahCcMSXowz26cre3FGjVKQwks>



### Listening:

[TED Talks Business](#)

TED Talks are among the most entertaining and beloved lectures, covering every topic you can imagine. TED Talks business brings the same touch to the world of business, covering everything—from starting a business to growing a multinational conglomerate. Whether you want to ask for a raise, jump ship to a competitor, or just improve your workplace communication skills, there's something here for you.

[EntreLeadership](#)

Dave Ramsey has built an empire with his simple, common sense approach to success in business, personal finance, and life. EntreLeadership brings the wisdom from Ramsey's conferences to an accessible podcast. The topics are wide-ranging, from inspirational talks designed to encourage you to get moving to practical advice on structuring your business, managing your team, and staying inspired.



### Doing:

What is the real cost of fast fashion? Watch the following documentaries about the fashion industry:

<https://www.youtube.com/watch?v=DO2XRKmDYU0>

<https://www.youtube.com/watch?v=GprVaAVPEI8>

Produce a PowerPoint assessing the fast fashion industry and the impact it has on customers, competition, foreign countries, retail in general.

How and where are Apple products made and what are the costs? Watch the following youtube clips about Apple production:

<https://www.youtube.com/watch?v=MKnx2JWfNSM>

<https://www.youtube.com/watch?v=kSvT02q4h40>

Write an essay about the following – · Where are the products made? · How are the products made (machinery or people or both)? What are conditions like for



workers? What issues have Apple had in the production process? (research the Apple suicides in China). What is the future for Apple production? What needs to happen to force change? Why is change so difficult to achieve?

The social network – watch the film and write a report about the growth of Facebook from a small business start-up to one of the most profitable and controversial businesses in the world. What led to the success? Good leadership? Good knowledge? What growth problems have they encountered along the way?

The social dilemma – watch the film and summarise the impact mobile phones and social media is having on customers and businesses. Can we live with social media? Produce an essay arguing for and against the use of social media.



# Super Curriculum – Business

## KS5



### Reading:

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- 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 are; are these the things that made Google the world's number one search engine?
- The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer – Jeffrey Liker Covers Japanese Management Techniques such as Kaizen and TQM.
- Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours – Tarun Khanna An investigation into Asia's two growing economic powers.
- Business Stripped Bare: Adventures of a Global Entrepreneur – Sir Richard Branson The autobiography of Britain's most famous entrepreneur.
- Sun Tzu – The Art of War for Managers: 50 Strategic Rules Updated for Today's Business – Gerald A. Michaelson Applying the ancient Chinese rules of battle to modern day business.
- The Intelligent Investor – Benjamin Graham The classic book on stock market investment, as recommended by Warren Buffet.
- No Logo – Naomi Klein investigates the negative side to marketing and globalisation.
- House of Cards: How Wall Street's Gamblers Broke Capitalism – William D Cohan Explains the reason behind the continuing global financial crisis, which started in September 2008.
- The Times, Guardian, Telegraph, and Independent all have good coverage of business.
- The Guardian and Telegraph on Saturday, and the Times on Sunday are particularly strong on economic news as is the Financial Times.
- Business Review, Business Today – these are magazines available to A Level students through the School, and aimed specifically at an A Level student.



### Watching:

Business Tutor2u YouTube channel

<https://www.youtube.com/watch?v=0srjdRDh99Y&list=PLp8BSCLLWBUDfUuEBoEUbbja0I1y4um> Bn Ø Business Blogs

BBC Teach Business YouTube Chanel -

<https://www.youtube.com/watch?v=sfXMfm6XiOM>



### Listening:

- Today programme on Radio 4 (Mon - Sat 6:00am – 9:00am)

#### **The Tim Ferriss Show**

Entrepreneurs once preached the gospel of endless work. Tim Ferriss offers something different: a way to get ahead without giving up on the rest of life. His bestseller, *The 4-Hour Workweek*, revolutionized our approach to work. His podcast looks at things through the same unique lens, upending business myths and offering practical tips on how to exceed in an increasingly cutthroat business environment. Consistently ranked #1 on Apple podcasts for business, each episode takes a hard look at a business leader, explores what makes them tick, and then extrapolates this information into deeper lessons about contemporary business life.

#### **TED Talks Business**

TED Talks are among the most entertaining and beloved lectures, covering every topic you can imagine. TED Talks business brings the same touch to the world of business, covering everything—from starting a business to growing a multinational conglomerate. Whether you want to ask for a raise, jump ship to a competitor, or just improve your workplace communication skills, there's something here for you.

#### **Ask a Manager Podcast**

For more than a decade, the *Ask a Manager* advice column has grappled with the mundane and extraordinary of the workaday world. Unreasonable managers, disability accommodations, and weird workplace habits all figure prominently in this lively column. The podcast extends the column, presenting lively discussions of challenging workplace questions in an accessible (and often hilarious) format. The comments section of each podcast offers further insight, as well as a devoted community of business aficionados at all stages of their careers.



### **The How of Business**

*The How of Business* is a delightfully practical guide to starting, running, growing, and selling small businesses. For MBA students, it provides a great complement to course material, offering real-world case studies that demonstrate the principles you explore in class. But don't be fooled by its simple, 101-style introduction to business. This podcast isn't afraid to consider the challenging nuts and bolts of business ownership, from privacy laws to tax strategy.

### **Freakonomics Radio**

Have you ever wondered why business success seems so elusive for some and easy for others? Considered whether your anecdotal observations reflect a larger trend? Wondered how your name might affect your career? Stephen J. Dubner, co-author of the bestseller *Freakonomics*, offers an expansive view of human behavior's effect on business and everything else. In a discussion format that packs a ton of information into a thin slice of time, explore how the COVID-19 pandemic shaped business, how your health correlates with what happens in your career, and whether your parents' job advice might have harmed you.

### **The Redemptive Edge**

Success in business is about getting up every day and trying again, even after many failures. That approach shares a lot in common with the Christian faith. The Redemptive Edge brings the two together, hosting entrepreneurs to talk about creativity, sacrifice, loss, success, and failure.

### **The Ezra Klein Show**

Business is about more than just balance sheets and closing deals. Business leaders must also have excellent social skills. Knowing a little bit about everything is a great way to connect with your fellow human. *The Ezra Klein Show* offers something a little different: a survey of many interesting things happening in the world—including, but not limited to, political trends that may shape business. The show makes listeners feel smarter and serves up a nourishing helping of conversation starters, book recommendations, and fun factoids that will entertain your classmates and colleagues. The show's diverse coverage area makes it a great option for family road trips or date night discussions. Take your class work with you in a format that will appeal even to those who aren't studying business.

### **HBR IdeaCast**

Distill the best of the *Harvard Business Review* into a comprehensible podcast with this weekly series. The podcast covers everything—from politics and the law to principles for making business succeed. Each episode features at least one expert guest, with book recommendations, further reading, and more. The HBR is an



immersive learning environment that introduces listeners to the world of business cultural norms, so you can be prepared no matter where your degree takes you.

### **Knowledge@Wharton**

If you've ever wished you could call an expert to analyze every new business trend, then *Knowledge@Wharton* has got you covered. Each podcast episode features a professor at Wharton or another business expert analyzing both the theoretical and real-world implications of changing political winds, legal regulations, market swings, and other twists and turns of the business world.

### **Exchanges at Goldman Sachs**

Since 2015, *Exchanges at Goldman Sachs* has offered helpful insight and commentary from experts within the firm. No matter what you're pondering about business life, the odds are good that someone at Goldman Sachs has answered a similar query. With episodes devoted to Bitcoin, medical devices, virtual reality, tech bubbles, and virtually everything else imaginable, this podcast will appeal to a wide audience, including those who aren't in the business world.

### **The McKinsey Podcast**

McKinsey is continually shaping the world of business, both domestically and internationally. *The McKinsey Podcast* is a highly technical one, looking at everything, from international business trends to the potential future of dedollarization. To get the most out of this podcast, try combining it with *The \$100 MBA Podcast*, where you'll get an introduction to the terms and concepts McKinsey discusses in great technical depth.

### **EntreLeadership**

Dave Ramsey has built an empire with his simple, commonsense approach to success in business, personal finance, and life. *EntreLeadership* brings the wisdom from Ramsey's conferences to an accessible podcast. The topics are wide-ranging, from inspirational talks designed to encourage you to get moving to practical advice on structuring your business, managing your team, and staying inspired.

### **Business Wars**

If the people in your life think business has to be boring, *Business Wars* might convince them otherwise. Business leaders are as interesting, creative, and cutthroat as celebrities and generals, yet their stories often go untold. *Business Wars* chronicles the triumphs and tragedies of generations of business leaders, showing that the business world can be every bit as entertaining as a mystery novel.



## **Bloomberg Businessweek**

*Bloomberg Businessweek* is the perfect podcast for people who don't have time to read the news or listen to every other podcast on this list. Offering accessible roundups of business news, recent regulations, and more, this podcast is great for feeling productive when you're fighting traffic or cleaning. Check out [What'd You Miss This Week](#) for a cheat sheet-style guide to everything you might have missed while studying.



### **Doing:**

Who are the winners and losers in the pandemic? Produce a written report that analyses companies that have thrived in the pandemic and those that have struggled. Things to think about - What characteristics do these businesses share? Ability to bring about change? Flexibility? Luck at being considered an essential product. Ability to function online? Consider the effect on demand and how demand has shifted over lockdown. Which businesses have struggled and why? Things to consider – Have they been unlucky? Have they reacted too slowly? Have they been aimed at the wrong target market? Have they had to make redundancies? Have they failed to adapt as well as competitors?

Having a better understanding of the economic situation in the UK will improve your understanding of how businesses operate in an ever-changing situation. Research the current situation and analyse the causes – What is the current unemployment rate? How does it vary by region in the UK? What is the current trend? What is likely to happen in the future? What is the current interest rate? How has this changed over time? Who does it impact? What is likely to happen with interest rates over the next few years? What is going to happen when we leave the EU? Which businesses might benefit?



### **Competitions:**

BASE is ICAEW's free national business and accounting competition for 16-17 year olds across the UK. An exciting experience where students take part in team challenges; giving them an understanding of what it's like to be an ICAEW Chartered Accountant whilst developing their key employability skills. We offer this to Y12 students.

Young enterprise to Y12 students. A chance to run your own business activity with a small group and compete nationally.