



KS4 and KS5

Doing

- Visit the tutor2u.net website for loads of articles, case studies and extension activities.

<https://www.tutor2u.net/business>

- Complete some work experience and find out about how the company you work for is structured and how it is run day to day.
- Visit the Museum of Brands and Branding, London

<http://www.museumofbrands.com/visit/>

Watching and Listening

- Enron: The Smartest Guys in the room (2005)
- Inequality for all (2013)
- The Corporation (2003)
- Inside Job (2010)
- The Big Short (2015)
- Masters of Money

<https://goo.gl/Pv9qBJ>

- What it takes to be a great leader

<https://goo.gl/1B1H6P>



Reading

- Keep up to date with current business and economic affairs by reading the business section of newspapers and watching news bulletins. See Mr Van Der Hoeven to ask about the FT subscription.

- Visit the BBC 'business' section of the website.

<https://www.bbc.co.uk/news/business>

- Subscribe to 'The Economist' magazine. See Mr Van der Hoeven for same samples.

<https://www.economist.com/>

- Read some of the following books:

- The Daily Drucker by Drucker & Maciatello
- Kotler on Marketing by P. Kotler
- How They Started by D. Lester
- Ten Principles Behind Great Customer Experiences by M. Watkinson
- The Tech Entrepreneur's Survival Guide by B. Schoner
- 101 Ways to Grow Your Business by H. Williams
- How Google works by Eric Schmidt and Jonathan Rosenberg
- Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry
- The Economics of Football, Stephen Dobson
- Mapping Innovation, Greg Satell
- The Great Divide, Joseph Stiglitz
- Bankrupt Britain, Daniel Dorling & Bethan Thomas
- The Crunch, Alex Brummer
- The Growth Map, Jim O'Neil
- A concise economic history of the world, Cameron Neal.
- Exploring Corporate Strategy, Johnson, Scholes and Whittington
- European Union Economics, Theo Hitris
- Keynes Hayek: The Clash That Defined Modern Economics, Nicholas Wapshott