**Business Year 11 -12 Transitional Work**

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| Relevant Btec Business Course Unit | Task | Resources |
| Unit 1: Exploring a Business | Watch the TED Talks on “What is a Business” **What is the purpose of business traditionally within the economy? What do you think the future purpose of businesses should be?** | What is the purpose of Business? TED Talk Craig Hill <https://www.youtube.com/watch?v=fJPdKlKuRTw> The power and purpose of Business. TED Talk R. Edward Freeman <https://www.youtube.com/watch?v=XnOVp5n6oKQ>Rethinking the purpose of the Business. TED Talk . Christian Idicula <https://www.youtube.com/watch?v=MvGLb-wXkCc> |
| Unit 1: Exploring a BusinessUnit 2:Developing A Marketing Campaign | A SWOT analysis is used to identify the main strengths, weaknesses, opportunities and threats faced by businesses. Please use the links to help you to**complete a SWOT analysis on Amazon.** | What is a SWOT: <https://www.tutor2u.net/business/reference/swot-analysis>Panorama: Amazon documentary <https://www.youtube.com/watch?v=JwrUYS9UTeU> |
| Unit 6: Principles of Management | Investigate 2 Business leaders of your choice. **Write a blog or newspaper article outlining, what makes a good leader use examples and sources from the videos you have watched.** | Ursula Burns <https://www.youtube.com/results?search_query=ursela+burns+leadership+style>Elon Musk <https://www.youtube.com/results?search_query=elon+musk+leadership+style>+Jeff Bazos <https://www.youtube.com/results?search_query=jeff+bezos+leadership+style>Arianna Huffington <https://www.youtube.com/results?search_query=arianna+huffington+leadership+style> |

**Wider Reading**

Over the summer try and keep up to date with what is currently happening in the business world and the wider economy. Try and read the business section of a broadsheet newspaper (The Guardian, The Observer, The Independent and The Telegraph) once a week or watch the news; particularly if there have been announcements about changes in the workplace, change to well-known businesses (think about the impact of the Coronavirus). Students who achieve higher grades in Business Studies often are those who can demonstrate broader knowledge of the business world both in class and written work, exam questions.

These are some books that will also support you in your studies throughout the course:

• Alibaba: The House that Jack Ma Built (Duncan Clark) – the rise of the Chinese corporate giant

• If I Could Tell You Just One Thing...: Most Valuable Advice from Remarkable People (Richard Reed)

• The Box - How the Shipping Container Made the World Smaller and the World Economy Bigger (Levinson)

• The Everything Store: Jeff Bezos and the Age of Amazon (Brad Stone) – a great page turner • The Upstarts: How Uber and Airbnb are changing the world (Brad Stone) – a follow up to his work on Amazon

**Business related movies- for a rainy day!**

Rogue Trader (1999)

Wall Street (1988)

The Social Network (2010

Structural industrial decline, lost jobs and the wider economic and social costs of unemployment might be illustrated through films such as Brassed Off (1996) or The Full Monty (1997).Both movies are comedies and don't really show a plausible situation, but they still show the human side of an economic event and can generate lasting images students will associate with a teaching topic. Kinky Boots (2005) is a Nick Frost movie that is a funny film about a failing business that diversifies and explores issues such as redundancy, motivation and production operations.