



Business Studies

Choose a Company/brand and research it!

Find out the following – Ownership type, Revenue, Profit, Number of employees, size and scale, name of leader (CEO)

"A week in Business".	
	  
1	Select 7 pictures, one for each day to represent a business news story. (see if there is something different happening not just Coronavirus)
2	For each story, write a commentary/explanation: <ul style="list-style-type: none"> • What is happening • What has it got to do with business • Why is it important?
3	Select the story that you found most interesting. Why was this?
4	Create a poster showing your pictures



ENTREPRENEURS			
 Denise Coates	 Bill Gates	 Evan Spiegel	 Jeff Bezos
 Elon Musk	 Oprah Winfrey	 Larry Page	 Simon Nixon
 Kylie Jenner	 John Paul DeJoria	 Sergey Brin	 Susan Wojcicki

Research these different entrepreneurs and find out the following: -

1. What have they done?
2. Why are they an entrepreneur?
3. How did they do it?
4. What is their net worth?

Books/Audiobooks

7 Habits of Highly Effective People – Stephen R. Covey	Book Summary Video: https://www.youtube.com/watch?v=ktITx4CQ08g&t=23s Audio Book FREE - https://www.youtube.com/watch?v=nDDWLXl60TY
How To Win Friends & Influence People – Dale Carnegie	Book Summary Video: https://www.youtube.com/watch?v=0uMZi1gc0Nc Audio Book FREE - https://www.youtube.com/watch?v=hQDV9M7yeX4
In Search of Excellence – Tom Peters & Waterman	Book Summary Video: https://www.youtube.com/watch?v=H_xZoFxpT0 Book Summary Video: https://www.youtube.com/watch?v=sWK9RwGTWNA
The Effective Executive – Peter Drucker	Book Summary Video: https://www.youtube.com/watch?v=UVYg6qQ2YK4 Audio Book FREE - https://www.youtube.com/watch?v=Ucdilms_XBM
Strengths Finder 2.0 – Tom Rath	Book Summary Video: https://www.youtube.com/watch?v=qS1mT_NmDoM
Built to Last: Successful Habits of Visionary Companies – Jim Collins	Book Summary Video: https://www.youtube.com/watch?v=NcglPrcoSH0&t=6s

Documentaries

- The Nine to Five with Stacey Dooley (BBC iplayer)
- Inside Iceland: Britain's Budget Supermarket (Channel 5 on demand)
- Amazon: What they know about us (BBC iPlayer)
- Dirty Money (Netflix)
- Rotten (Netflix)



Listen to this radio programme about

how the marketing industry uses our sense of guilt to influence what we buy.

[Marketing: The Power of Shame](#)
BBC Sounds



Read this article about leadership

skills and styles, plus advice on how to improve your own leadership.

[Become a Leader](#)
Future Learn



Watch this talk which explores how

targeting gender fails to drive businesses forward.

[Why gender-based marketing is bad for business](#)
TED Talk – Gaby Barrios