



# Business Studies & Economics

## 1. Expectations for success are:

Somebody who

- keeps up to date with business news daily.
- Who has a clear focus on the skills that need to be demonstrated in each exam question.
- Who can analyse problems from different perspectives and make judgements based on this analysis.
- Who can contribute intelligently to class discussions, combining their theoretical knowledge with their knowledge of current affairs.
- Who identifies early on in the course the grades that they need after A Levels for a job placement or university course, so that they are the driving force for success.

## 2. Wider Reading List: We want to promote literacy within the sixth form

- It is vital that students keep up to date with current affairs: the last unit in Business Studies is based completely on how current manufacturing businesses are coping with developments around the world eg trade embargoes on Russia linked to the problems in Ukraine. So, reading the business section of a broadsheet newspaper every day and /or the BBC business news – easily done travelling in on the bus.
- The Economist can be subscribed to from the school library- one copy/week for £15 for the year. This will also be useful for politics and geography.
- A key resource is Tutor2u – this has links to business stories every day, new resources, access to revision courses and a range of student aids, especially closer to the exams.

***There are a range of books that will broaden students learning; here are some examples:***

### **At AS**

Business the Bill Gates Way (Dearlove)  
Business the Richard Branson Way (Dearlove)  
The Naked Trader (Burns)rhill)  
The Tipping Point (Gladwell)  
Bare Essentials: the story of Aldi (Brandes)  
Thinkertoys (Michalko)  
The Ultimate Book of Business Brands (Crainer/dearlove)  
Tycoon (Peter Jones)  
Maverick (Richard Semler)  
Why we Buy (Underhill)

### **At A2**

When cultures collide (Lewis)  
One Billion Customers (McGregor)  
Freakonomics (Levitt and Dunbar)  
No Logo (Klein)  
The Undercover Economist (Harford)  
Then world is flat (Friedman)  
Shopped (Blythman)  
Sold Out (Young)  
Category Killers (Spector)  
Trolley Wars (Bevan)

