

# Business Studies

In order to prepare yourself for further study of Business one of the best things you can do is to keep up with the **Business news** using the BBC news website. You could find out how businesses are coping with the coronavirus outbreak for example:

- Which businesses are doing ok at the moment?
- Which businesses are struggling?
- How are businesses adapting to social distancing and new ways of working?
- What support is the government giving to companies?



You could also conduct some **research into a company** you are interested in such as:

- When they set up?
- How are they owned?
- Size and Scale of the business eg. Number of employees, revenue, profits, number of branches
- How have they developed over time?
- What problems have they faced and how have they overcome them?
- Who is the CEO? What is their leadership philosophy? How have they positioned the company?
- How have they reacted to the external environment ie. Political/Legal changes, Economic conditions, Social changes, Technological Changes and Competitive pressures



There are lots of great TV programmes, podcasts, radio programmes, films and books that are business related. A very small selection is below but you will be able to Google many more:

## TV:

- Dragon's Den
- Inside the factory
- News programs such as Panorama, Newsnight, Question Time
- Channel 4 & 5 have lots of interesting programmes on different companies such as Cadbury, Top Shop, Thomas Cook, Aldi v Lidl, John Lewis, Sainsbury's...



## Films:

- Enron: the smartest guys in the room – about the collapse of the company
- The Big Short – about the financial crisis
- Made in Dagenham – the introduction of the equal pay act

## Books:

- Shoe Dog (the story of Nike) - Phil Knight
- How Google Works – Schmidt & Rosenberg
- Alibaba – Duncan Clark
- Let my people go surfing (Patagonia) - Yvon Chouinard
- Brick by Brick (Lego) - David Robertson
- Business Laid Bare – Richard Branson

