



Read/Research	Watch/Listen	Revisit	Other Tasks
<ol style="list-style-type: none"> 1. Read a book written by an entrepreneur – what made them successful? Some examples include: Alan Sugar, Richard Branson, Jeff Bezos, Howard Schultz 2. Read: The house that Jack Ma Built 3. Create a fact file on one of these companies. Coca-cola, Barclays, Amazon, NHS or Unilever You should include the following: Who they are and what they do Key financial information on them Their ownership type Recent news articles on the company over the past 12 – 18 months Their plans for the future (pick out two elements from their annual report) Their two major competitors and why 4. Research Oasis/Warehouse and Superdry. What are these two businesses doing differently in this lockdown? 5. Research the different types of social media that are being used now – do they differ for different age groups? Why do you think this is? 	<ol style="list-style-type: none"> 1. Watch a news programme at least once a week and make a note of the businesses that are mentioned and why. 2. Naomi Klein – This Changes Everything 3. Sunderland Till I Die – what are the differences in how well the club is managed by the differing owners between season 1 and season 2 – discuss how much you think this impacts the club’s sporting performance 4. Watch Channel 5’s ‘marks and Spencer vs Waitrose’. Do you think these are accurate portrayals of the luxury end of the supermarket? 5. Watch ‘Cut from a Different Cloth’ on Amazon Prime. How does this compare to other similar businesses such as Hollister? 6. Watch ‘Food Unwrapped’ on Channel 4 – any episode is relevant. Can you relate this to your understanding of globalisation and supply chain? 7. Watch ‘The Social Network’ - Is Facebook defunct now? How did it change our lives? 	<ol style="list-style-type: none"> 1. Revise your understand of percentages and calculating percentage change 2. Draw a mind map or poster which shows what you already know about the following topics: Marketing, Entrepreneurship, Operations, Human Resources, and Finance 3. What is globalisation? If you have studied geography or business before this should be easy to revisit 4. How can you relate your understanding of Ethics to the business world? Can you link it to Sports Direct as an example? (You may want to watch Dispatches: the secrets of Sports Direct) 5. Pick two entrepreneurs that you have heard of – what characteristics do they have that are similar? What is different about them? Does this make either of them any less successful? 	<ol style="list-style-type: none"> 1. Watch some of the latest Tesco ‘Food Love Stories’ adverts – why are they so pertinent right now? Can you create a marketing campaign for a business during lockdown? 2. Based on your understanding of the luxury supermarket from Channel 5 – could you discuss whether ALDI or LIDL are better value? What are the similarities and differences? What evidence do you need to judge value? 3. Answer the following question ‘What are brands doing to be more inclusive for people with disabilities?’ 4. Design a logo and tagline for the Business department at Highdown School and Sixth Form Centre