

Business Studies

Home Learning Pack Challenges

Please find attached a pack of work to help prepare you for Sixth Form.

*I am delighted that you have shown an interest in business studies. In order to get you thinking about the subject, I have drawn up a **challenge pack** to help you prepare for studies in the 6th form such as business research activities, books to read, films to watch on a rainy afternoon, useful websites to browse when Snapchat and Instagram gets dull.*

*These are **ALL** optional activities. Because we do the applied general course here at Hartismere we don't want you to start any specific work. These activities are activities to get you thinking about business and just general information and interest. **DO NOT TRY TO DO THEM ALL!!***

The main business that we are going to focus on in our Unit 2 business work is – Banham Zoo. It would be really great if you can follow them on twitter/facebook/Instagram etc or simply sign up for their emails. There are many challenges facing all zoos at the moment (lack of revenue and the increasing cost of food for starters) so there is some interesting reading out there. Please see the final section in this pack for specific BZ suggested tasks – but again, these are optional if you wish to get a good start on the context here.

For a look at the syllabus:

- Applied General Business Studies Specification
<https://www.aqa.org.uk/subjects/business/applied-general/business>

Useful websites/apps- register now:

- Register with <http://www.tutor2u.net>, a Business Studies blog especially written for students. A daily blog will be sent to you with interesting news articles that tie into the syllabus, comments from examiners and (later) tips and support for exam modules

Please email me lsc@hartismere.com if you have any queries or questions.

In the meantime, we want to say a big well done for your hard work at Hartismere or your current/previous school.

Kind regards

Mrs L Scales & Mrs C Wootton
Business Studies
Hartismere School

CONTENTS

1. Home Learning Activities Challenges (Optional)

- A week in business
- Brands
- Entrepreneurs

2. Reading (Just for general awareness)

- Newspapers and magazines
- Websites

3. Films (For interest)

4. TV Programmes (For interest)

5. Banham Zoo specific activities (These will particularly help you with Unit 2 Applied General Business next year).

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Home Activities

“A week in Business”.



Select 7 pictures, one for each day to represent a **business** news story.

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)

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Entrepreneurs and Leaders

	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 one of these (or one of your own) 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?







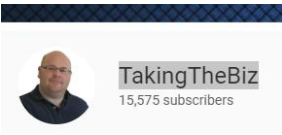
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READING

Other recommended reads - Quality newspapers/magazines such as *The Times*, *Guardian*, *Telegraph*, *Independent*, journals such as *The Economist* (N.B there are reduced rates for students on some of these, for example, students were able to buy *The Economist* for 6p per copy instead of the standard £2!) Also, you can sign up online and receive free articles.

 <p>www.thetimes.co.uk</p>	 <p>www.independent.co.uk</p>	 <p>www.economist.com</p>
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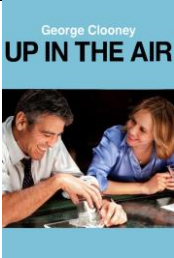

Recommended websites/follow on Twitter/ Apps on your mobile

 <p>www.tutor2u.net Excellent business website with everything you need to learn for Business A Level, presentations, videos, revision quizzes.</p>	 <p>www.bbc.co.uk Excellent news website with everything you need to learn about what is going on in the world today</p>	 <p>www.londonstockexchange.com Excellent website with everything you need to learn about share prices and market capitalization.</p>
 <p>https://beta.companieshouse.gov.uk/ Excellent website which allows you to research any registered Private Limited Company LTD in the UK.</p>	 <p>https://iq.ft.com/sites/numbers/economics/uk/ Excellent website for researching the UK economy at a glance. The FT's one-stop overview of key economic data, including GDP, inflation, unemployment, the major business surveys, the public finances and house prices</p>	  <p>Really useful YouTube channel with wide range of revision videos on all business a level topics</p>


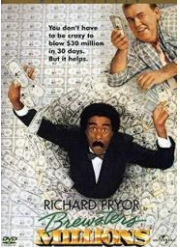
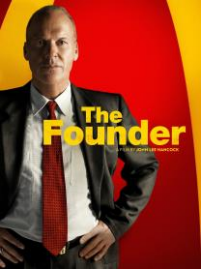

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FILMS

Just some ideas for an excuse to have some popcorn:

	<p>1. <u>Up In The Air with George Clooney (2010);</u> <i>Up in the Air is a 2009 American comedy-drama film directed by Jason Reitman and written by Reitman and Sheldon Turner, based on the career of J Weller. The story is centered on corporate "downsizer" Ryan Bingham (George Clooney) and his travels.</i></p> <p>Business reference: Human Resources, retrenchment</p>
	<p>2. <u>Enron: The Smartest Guys in the Room (2005);</u> <i>The film examines the 2001 collapse of the Enron Corporation which resulted in criminal trials for several of the company's top executives during the ensuing Enron scandal it also shows the involvement of the Enron traders in the California electricity crisis.</i></p> <p>Business reference: Profit, Public Limited Companies, Stock market, insider trading</p>
	<p><u>Glengarry Glen Ross" (1992)</u> <i>This film follows the lives of four unethical Chicago real estate agents who are prepared to go to any lengths (legal or illegal) to unload undesirable real estate on unwilling prospective buyers.</i></p> <p>Business reference: Profit</p>
	<p>5. <u>Working Girl (1988)</u> <i>This film showed the world that a woman could be just as successful and smart as any man in business. Today that seems like a given, but in 1988 it seems like it was still pretty revolutionary.</i></p> <p>Business reference: Human Resources, Motivation, Entrepreneur</p>
	<p>6. <u>Trading Places (1983);</u> <i>Trading Places is a 1983 American comedy film directed by John Landis and starring Dan Aykroyd and Eddie Murphy. It tells the story of an upper-class commodities broker and a homeless street hustler whose lives cross paths when they are unknowingly made part of an elaborate bet.</i></p> <p>Business reference: profit, stock market</p>
	<p>7. <u>How to Succeed in Business Without Really Trying (1967).</u> <i>Pierpont Finch (Robert Morse) is a lowly window cleaner with dreams of making it big in the business world. After finding a copy of the book "How to Succeed in Business Without Really Trying," Finch decides to apply the tactics in the book to his own life.</i></p> <p>Business reference: entrepreneurial characteristics profit,</p>

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	<p>5. <u>Brewsters Millions</u> <i>After losing his position as a minor-league pitcher, Montgomery Brewster (Richard Pryor) learns his great-uncle has left him \$300 million. To inherit it, Brewster must spend \$30 million in 30 days under a complicated set of rules that forbid him from donating too much to charity or retaining any new assets when the period is up. Unable to share details about the will's odd conditions with anyone,</i></p> <p>Business reference: money, assets</p>
	<p>6. <u>The Founder</u> <i>The true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac (John Carroll Lynch) and Dick McDonald (Nick Offerman), who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. Kroc soon maneuvers himself into a position to be able to pull the company from the brothers and create a multi-billion dollar empire.</i></p> <p>Business reference : Franchising</p>
	<p>7. <u>Pursuit of Happyness</u> <i>The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.</i></p> <p>Business reference : Entrepreneurial spirit, sales, finance</p>

*Some of these films may include mature themes so please check the ratings before watching.

Netflix

Steve Jobs – Billion Dollar Hottie
 The Social Network
 Inside Bill's Brain
 American Factory
 Fyre – The greatest festival that never happened
 The Big Short
 The Great Hack

Amazon Prime










Generation Start Up
 Pepsi vs Coke
 Jobs vs Gates
 Starbucks Unfiltered
 Facebook – Cracking the Code

Please use this pack if you are interested in continuing studying Business

- Rich and Famous Fortunes
- The Internship
- Trump – What’s the deal?
- Data Centre – The true cost of the internet
- The Millennial Dream
- Business Mindsets for Success
- Learn From The Experts - Jeff Bezos, Amazon Founder

TV

The following television programmes are recommended for background business knowledge.

 <p>BBC News Last news from around the world.</p>	 <p>BBC Panorama British current affairs documentary programme</p>	 <p>BBC newnight Key national and international news stories</p>
 <p>Dragons Den Programme about entrepreneurs presenting their business ideas to gain funding from the Dragons. (Venture Capitalists)</p>	 <p>The Apprentice Programme about entrepreneurs working in teams and being interviewed so they can gain backing of Sir Alan Sugar for their business idea.</p>	 <p>Question Time Topical debate in which guests from the worlds of politics and the media answer questions posed by members of the public.</p>
 <p>Undercover Boss A CEO goes undercover to find out how a large firm is running. There are both UK and USA versions. Check catchup TV or YouTube</p>	 <p>Inside the Factory A fun insight into foods we eat and how they are made. Shows student the different production methods used.</p>	 <p>Only Fools and Horses Bit of comedy. The original sole trader “Del Boy”. Show goes through the trials and tribulations of Trotters Independent Traders!</p>

Banham Zoo Specific Activities:

<https://www.banhamzoo.co.uk/animal-experiences/>

1. See if you can find out who owns Banham Zoo? (Hint – it's got a particular type of ownership).
2. See if you can find out what the Aims are of Banham Zoo? (Hint – you'll find this on their website)
3. Look up some reviews about Banham Zoo – see if you can find both positive and negative. From this, what are people suggesting are the strengths and also the weaknesses of the zoo?
4. Try to identify all the different activities (or at least some of the main ones) that you could do at Banham Zoo. You could try to do this as a montage of pictures/word cloud/spiderdiagram.
5. See if you can find out any plans for future development that the zoo currently has (bear in mind that this might very well change in the future)
6. What particular threats are the zoo facing at the moment (and how are they responding to these threats)
7. Have a look at other zoo websites and see what they do differently/better/not as well. You could set up a table (or spreadsheet) to compare the different zoos. Also look at other local competitors to the zoo (eg pleasurewood hills) and see if you can compare:

Zoo/ Organisation	No of animals/ animal types	Entrance prices	Type of ownership	Key strengths	Key weaknesses	Other comments (eg other activities; opening times etc)