



St Benet Biscop Sixth Form

Personal Development

Business Studies/Applied Business

1. News

News reports

BBC iPlayer <https://www.bbc.co.uk/iplayer> :

- World Business Report (daily)
- Talking Business (once per week)
- Inside the Factory (10 episodes available)

News articles/videos

FT.com – www.FT.com (daily)

BBC News www.bbc.co.uk/news/business (daily)

Sky News www.skynews.com/business (daily)

2. MOOCs (Massive Open Online Courses):

Starting a Business 1: Vision and Opportunity – University of Leeds

Interested in starting a business? This course will help you define your vision and discover opportunities to make it happen.

Starting a Business 2: People and Networks – University of Leeds

Find out how working with people and exploring networks can help you take your business to the next level.

Starting a Business 3: Customers and Competitors – University of Leeds

Find out how understanding and targeting your market can help your business stand out from the crowd.

Starting a Business 4: Business Processes – University of Leeds

Understand how business works and performance can be improved so that you can take your business forward and manage growth.

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Starting a Business 5: Managing Finances – University of Leeds

Find out how forecasting and managing your finances can lead to a profitable and sustainable business.

Starting a Business 6: Funding your Business – University of Leeds

Raising funds is an important when starting a business; find out which source of funding is most suitable for your business idea.

Innovation and Entrepreneurship for a new business – University of Adelaide

Bring your business idea to life as you gain the entrepreneurial skills to identify your customers, competition, and USP

Business Ethics: Exploring Big Data and Tax Avoidance – University of Leeds

Learn why big data and tax avoidance are some of the biggest ethical issues facing businesses today and how they can be addressed.

Growth Strategies for a New Business – University of Adelaide

Discover business growth strategies to help you build your business sustainably and ethically, with the University of Adelaide.

Customer Care Strategies for a New Business – University of Adelaide

Secure the success of your business as you discover the techniques to better understand your customers in order to retain them.

Why We Post: The Anthropology of Social Media

Discover the varying uses of social media around the world and its consequences for politics, relationships and everyday life.

Business Planning to Grow Successful Companies – University of Kent

Explore the world of business, analyse business environments, and learn how to successfully expand into foreign markets.

Understanding Social Media Strategy – Institute of Data and Marketing

Discover how to create a social media strategy in this digital marketing course for social media managers.

Radio and Podcast Marketing with Advertising Week – Advertising Week

Analyse successful audio marketing strategies and learn how to create memorable podcast and radio ads that hit marketing goals.

Additional courses can be found at www.futurelearn.com

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3. Books

Chip War: The Fight for the World's Most Critical Technology – Chris Miller

A fascinating and often surprising account from a leading economic historian, Chip War shows how and why the control of the computer chip industry shapes the future of the global economy and the security of nations

This is how they tell me the World Ends: Nicole Pelroth

We plug in anything we can to the internet. We can control our entire lives, economy and grid via a remote web control. But over the past decade, as this transformation took place, we never paused to think that we were also creating the world's largest attack surface. And that the same nation that maintains the greatest cyber advantage on earth could also be among its most vulnerable.

No Filter: The Inside Story of Instagram – Sarah Frier

The extraordinary inside story of how Instagram became the world's most successful app. In just ten years, Instagram has gone from being a simple photo app to a \$100-billion company. The journey has involved ground-breaking innovations, a billion-dollar takeover, and clashes between some of the biggest names in tech. But it's a story that has never been told - until now.

Invisible Women: Exposing the gender bias women face every day – Caroline Criado Perez

Caroline Criado Perez's eye-opening book provides a startling perspective on the unseen bias at work in our everyday lives. Marshalling a wealth of data with precision and insight, as the Times affirms, 'Invisible Women is a game-changer; an uncompromising blitz of facts, sad, mad, bad and funny, making an unanswerable case and doing so brilliantly.'

Bad Blood: Secrets and Lies in a Silicon Valley Startup: The Story of Elizabeth Holmes and the Theranos Scandal – John Carreyrou

A real-life, page-turning corporate thriller of the highest order, Carreyrou's meticulously researched slice of investigative journalism spotlights the rise and fall of Elizabeth Holmes, fraudulent CEO of the Theranos biotech start-up.

Janesville: An American Story – Amy Goldstein

A Washington Post reporter's intimate account of the fallout from the closing of a General Motors' assembly plant in Janesville, Wisconsin-Paul Ryan's hometown-and a larger story of the hollowing of the American middle class.

The Rise of the Robots: Technology and the Threat of Mass Unemployment – Martin Ford

If a 'robot' could do your job quicker than you and better than you for no pay, would you still be employed? Today it's travel agents, data-analyst and paralegals whose jobs are under threat. Soon it will be doctors, taxi-drivers and, ironically, even computer programmers.

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The Everything Store: Jeff Bezos and the Age of Amazon – Brad Stone

Though Amazon.com started off delivering books through the mail, its visionary founder, Jeff Bezos, was never content with being just a bookseller. He wanted Amazon to become 'the everything store', offering limitless selection and seductive convenience at disruptively low prices. To achieve that end, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now...

Poor Economics: The Surprising Truth about Life on Less Than \$1 a Day – Abhijit Banerjee, Esther Duflo

In this engrossing and important read, Nobel Prize-winning economists Banerjee and Duflo explore the true nature of poverty, giving an eye-opening debunking of the myths and assumptions surrounding those who earn extremely little.

Private Empire: EXXON Mobil and American Power: Steve Coll

The oil giant ExxonMobil makes more money annually than the GDP of most countries; has greater sway than US embassies abroad; and spends more on lobbying than any other corporation. Yet to outsiders it is a mystery. In Private Empire, award-winning reporter Steve Coll tells the truth about the world's most powerful and shadowy company.

Lords of Finance: The Great Depression, and the Bankers who Broke the World – Liaquat Ahmed

The current financial crisis has only one parallel: the Wall Street Crash of 1929 and subsequent Great Depression of the 1930s, which crippled the future of an entire generation and set the stage for the horrors of the Second World War. Yet the economic meltdown could have been avoided, had it not been for the decisions taken by a small number of central bankers.

When Markets Collide: Investment Strategies for the Age of Global Economic Change – Mohamed El-Erian

When Markets Collide is a timely alert to the fundamental changes taking place in today's global economic and financial systems and a call to action for investors who may fall victim to misinterpreting important signals.

The World is Flat: The Globalized World in the Twenty-first Century – Thomas Friedman

The beginning of the twenty-first century will be remembered, Friedman argues, not for military conflicts or political events, but for a whole new age of globalization – a 'flattening' of the world. The explosion of advanced technologies now means that suddenly knowledge pools and resources have connected all over the planet, levelling the playing field as never before, so that each of us is potentially an equal – and competitor – of the other.

China Shakes the World: The Rise of a Hungry Nation – James Kynge

Authoritative and fully up-to-date account by leading China expert on China's economic rise and how it will affect the world. The new China, the nation that in 25 years has changed beyond all recognition is becoming an industrial powerhouse for the world. James Kynge shows not only the extraordinary rise of the Chinese economy, but what the future holds as China begins to influence the world.

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Cobalt Red: How the Blood of the Congo Powers Our Lives - Siddharth Kara

Told through shocking personal testimony, Kara's devastating expose of the human cost of cobalt mining in the Democratic Republic of Congo joins the dots to the rapacious big tech companies exploiting workers for profit.

Elon Musk: Walter Isaacson

The acclaimed biographer of Steve Jobs and Albert Einstein turns his unwavering gaze to restless innovator, disruptor and mogul Elon Musk in this characteristically unputdownable and enlightening study.

Right Kind of Wrong: Why Learning to Fail Can Teach Us to Thrive – Amy Edmondson

Forget 'fail fast, fail often'. This revolutionary book reveals how we get failure wrong - and how to get it right. We used to think of failure as a problem, to be avoided at all costs. Now, we're often told that failure is desirable - that we must 'fail fast, fail often'. The trouble is, neither approach distinguishes the good failures from the bad. As a result, we miss the opportunity to fail well

Billionaire's Row: Tycoons, High Rollers, and the Epic Race to Build the World's Most Exclusive Skyscrapers – Katherine Clarke

A fly-on-the-wall account of the ferocious ambition, greed, and financial one-upmanship behind the most expensive real estate in the world: the new Manhattan megatowers known as Billionaires' Row - from a staff reporter at The Wall Street Journal

Tokens: The Future of Money in the Age of the Platform – Rachel O'Dwyer

Wherever you look, money is being re-placed by tokens. Digital platforms are issuing new kinds of money-like things: phone credit, shares, gift vouchers, game tokens, customer data-the list goes on. But what does it mean when online platforms become the new banks? What new types of control and discrimination emerge when money is tied to specific apps or actions, politics or identities?

Flying Blind: The 737 MAX Tragedy and the Fall of Boeing – Peter Robison

In examining the history of the 737, Flying Blind explores how Boeing's new management degraded a highly-regarded plane with cost-focused mandates and skimmed on testing in the race to match a competing plane from Airbus. How Boeing outsourced software work to poorly paid graduates in India and convinced the US Federal Aviation Authority to put the MAX into service without requiring pilots to undergo simulator training, and how ultimately these failures resulted in the deaths of 346 Boeing passengers.

The New Climate War: the fight to take back our planet – Michael Mann

Are we really to blame for the climate crisis? Over 70 per cent of global emissions come from the same 100 organisations, but fossil-fuel companies have taken no responsibility themselves. Instead, they have waged a 30-year campaign to blame individuals. The result has been disastrous for our planet. In The New Climate War, renowned scientist Michael E. Mann argues that all is not lost. He draws the battle lines between the people and the polluters — fossil-fuel companies, right-wing plutocrats, and petro-states — and outlines a plan for forcing our governments and corporations to wake up and make real change.

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Blood and Oil: Mohammed bin Salman's Ruthless Quest for Global Power: Bradley Hope, Justin Scheck

Examining the myriad of deals the Crown Prince of Saudi Arabia has struck with various US bankers, celebrities and politicians, Blood and Oil is a disturbing examination of absolute wealth and the support it can buy.

Shoe Dog: Phil Knight

In 1962, fresh out of business school, Phil Knight borrowed \$50 from his father and created a company with a simple mission: import high-quality, low-cost athletic shoes from Japan. Selling the shoes from the boot of his Plymouth, Knight grossed \$8000 in his first year. Today, Nike's annual sales top \$30 billion. In an age of start-ups, Nike is the ne plus ultra of all start-ups, and the swoosh has become one of the most ubiquitous and recognisable symbols in the world today.

Alibaba: The House That Jack Ma Built – Duncan Clark

An engrossing, insider's account of how a teacher built one of the world's most valuable companies-rivalling Walmart and Amazon-and forever reshaped the global economy in just a decade and a half, Jack Ma, a man from modest beginnings who started out as an English teacher, founded Alibaba and built it into one of the world's largest companies, an e-commerce empire on which hundreds of millions of Chinese consumers depend.

Grinding it Out: The Making of McDonald's – Ray Kroc

Few entrepreneurs can claim to have actually changed the way we live, but Ray Kroc is one of them. His revolutions in food service automation, franchising, shared national training and advertising have earned him a place beside the men who founded not merely businesses but entire new industries. But even more interesting than Ray Kroc the business legend is Ray Kroc the man. Not your typical self-made tycoon, Kroc was 52 when he met the McDonald brothers and opened his first franchise.

How Google Works – Eric Schmidt and Jonathan Rosenberg

Both Eric Schmidt and Jonathan Rosenberg came to Google as seasoned Silicon Valley business executives, but over the course of a decade they came to see the wisdom in Coach John Wooden's observation that 'it's what you learn after you know it all that counts'. As they helped grow Google from a young start-up to a global icon, they relearned everything they knew about management.

The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World – Brad Stone

Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel.

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Billion Dollar Brand Club: How Dollar Shave Club, Warby Parker, and Other Disruptors Are Remaking What We Buy – Lawrence Ingrassia

As Lawrence Ingrassia - former business and economics editor and deputy managing editor at the New York Times - shows in this timely and eye-opening audiobook, a growing number of digital entrepreneurs have found new and creative ways to crack the code on the bonanza of physical goods that move through our lives every day. They have discovered that manufacturing, marketing, logistics, and customer service have all been flattened - where there were once walls that protected big brands like Gillette, Sealy, Victoria's Secret, or Lenscrafters, savvy and hungry innovators now can compete on price, value, quality, speed, convenience, and service.

Tim Cook: The Genius Who Took Apple to the Next Level – Leander Kahney

In 2011, Tim Cook took on an impossible task - following in the footsteps of one of history's greatest business visionaries, Steve Jobs. Facing worldwide scrutiny, Cook (who was often described as shy, unassuming and unimaginative) defied all expectations. Under Cook's leadership Apple has soared: its stock has nearly tripled to become the world's first trillion-dollar company. From the massive growth of the iPhone to new victories like the Apple Watch, Cook is leading Apple to a new era of success.

Steve Jobs: The Exclusive Biography – Walter Isaacson

Based on more than forty interviews with Steve Jobs conducted over two years - as well as interviews with more than a hundred family members, friends, adversaries, competitors, and colleagues - this is the acclaimed, internationally bestselling biography of the ultimate icon of inventiveness. Walter Isaacson tells the story of the rollercoaster life and searingly intense personality of creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing.

Rich Dad, Poor Dad – Robert T Kiyosaki

Rich Dad Poor Dad is Robert's story of growing up with two dads; his real father and the father of his best friend, and the ways in which both men shaped his thoughts about money and investing. The book explodes the myth that you need to earn a high income to be rich and explains the difference between working for money and having your money work for you.

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4. Films/Documentaries:

The Social Network – Rating 12

In 2003, Harvard undergrad and computer genius Mark Zuckerberg (Jesse Eisenberg) begins work on a new concept that eventually turns into the global social network known as Facebook. Six years later, he is one of the youngest billionaires ever, but Zuckerberg finds that his unprecedented success leads to both personal and legal complications when he ends up on the receiving end of two lawsuits, one involving his former friend (Andrew Garfield). Based on the book "The Accidental Billionaires."

Rogue Trader – Rating 15

This drama, based on a true story, follows Nick Leeson (Ewan McGregor), a young British man working at Barings, a major investment bank. Sent to Singapore and placed in a position of authority at the bank's branch there, Leeson takes advantage of the thriving Asian market to make risky trades. Before long, he's in over his head and tries to hide the losses. Fleeing the country with his beautiful wife, Lisa (Anna Friel), Leeson eventually has to face the consequences of his actions.

Wall Street – Rating 15

On the Wall Street of the 1980s, Bud Fox (Charlie Sheen) is a stockbroker full of ambition, doing whatever he can to make his way to the top. Admiring the power of the unsparing corporate raider Gordon Gekko (Michael Douglas), Fox entices Gekko into mentoring him by providing insider trading. As Fox becomes embroiled in greed and underhanded schemes, his decisions eventually threaten the livelihood of his scrupulous father (Martin Sheen). Faced with this dilemma, Fox questions his loyalties.

Pirates of Silicon Valley – Rating 12

The accomplishments of visionaries Steve Jobs (Noah Wyle) and Bill Gates (Anthony Michael Hall) revolutionize the 20th century.

Enron: The Smartest Guys in the Room – Rating 15

This documentary explores the fall of the Enron Corporation, arguably the most shocking example of modern corporate corruption. The company is linked with several illegal schemes, including instigating the California energy crisis as a way to drive up utility prices at the expense of the average American. In a hyper-competitive environment, Enron traders resort to all kinds of underhanded dealings in order to make money at any cost and keep their high-paying jobs.

The Founder – Rating 12

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 manoeuvres himself into a position to be able to pull the company from the brothers and create a multi-billion-dollar empire.

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Moneyball – Rating 12

Billy Beane (Brad Pitt), general manager of the Oakland A's, one day has an epiphany: Baseball's conventional wisdom is all wrong. Faced with a tight budget, Beane must reinvent his team by outsmarting the richer ball clubs. Joining forces with Ivy League graduate Peter Brand (Jonah Hill), Beane prepares to challenge old-school traditions. He recruits bargain-bin players whom the scouts have labelled as flawed, but have game-winning potential. Based on the book by Michael Lewis.

Becoming Warren Buffet – Rating 12

Legendary investor Warren Buffet starts out as an ambitious, numbers-obsessed young boy from Nebraska, and winds up becoming one of the richest and most respected men in the world.

5. Podcasts:

Entrepreneur on Fire

BBC Business Daily

Freakonomics Radio

Market Place

GirlBoss

Pivot Podcast

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