

Pre-Sixth Form Tasks: Applied Business Studies and IBS Business Management

Task 1:

Read two of the books listed below and summarise your findings in the table below

1. *The Unauthorized Guide to Doing Business the Richard Branson Way: 10 Secrets of the World's Greatest Brand Builder* (Big Shots series), Des Dearlove, (Capstone; 3rd Edition, 2010), £9.99 or much cheaper from retailers. ISBN-13: 978-0857080615

2. *The Entrepreneur's Book of Checklists: 1000 Tips to Help You Start and Grow Your Business*, Robert Ashton, £7.99. ISBN-13: 978-0273712909

3. *How I Made It: 40 Successful Entrepreneurs Reveal All*, Rachel Bridge, £10. ISBN-13: 978-0749443115

4. Screw business as usual – Richard Branson

Book Title	Summary	Interesting points raised	Questions arising from the book

TASK 2:

- Use quality newspapers, such as *The Independent*, *The Guardian*, *Financial Times*
- Choose 2 articles per week throughout the holiday.
- The articles should be on business news stories, for example: the UK Economy, UK business activities etc.
- Summarise your findings using this table:

Article Name & Source	Summary of story	This article prompts me to ask questions about...

TASK 3:

Watch both TED Talks. Summarise your findings in the below table:

The dirty secret of capitalism (https://www.youtube.com/watch?v=th3KE_H27bs)

It doesn't take money to make money (<https://www.youtube.com/watch?v=K4TjS9u1t4>)

TED Talk name	Summary of TED Talk	This article prompts me to ask questions about...

TASK 4:

Why is the study of Business important?

Write a **one page minimum** document which summarises your opinion

Any questions please email Mr Knights (knightsb@aesessex.co.uk)