

Applied Business Studies and IBS Business Management

Preparation tasks

1. Read one of the books in the list below
2. Make a brief PowerPoint presentation reviewing your chosen book. Include at least 5 things you learned about business, with specific examples. Be prepared to discuss the points with your class.
3. Choose two newspaper articles about business and write a commentary (no more than half a side of A4 for each) about what you think the future implications are for the business arising from the article.

Reading list

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

All the above books can be reserved from a local library or bought cheaply new or used from internet retailers.

Web-based resources:

<http://news.bbc.co.uk/1/hi/business/default.stm>

<http://business.guardian.co.uk/>

www.economist.com

<http://www.tutor2u.net>.

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