












Year 11

Transition Tasks - BUSINESS



Items marked * are only relevant to BTEC

 <p>Complete this Quiz which tests you on the business news and events of the week</p> <p>Biz Quiz Tutor2U – you will need to scroll to latest quiz</p>	 <p>Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy.</p> <p>Marketing: The Power of Shame BBC Sounds</p>	 <p>Read an article about business in a challenging publication (Some currently free)</p> <p>The Economist Business section The Economist</p>	 <p>Watch this talk which explores how targeting gender fails to drive businesses forward.</p> <p>Why gender-based marketing is bad for business TED Talk – Gaby Barrios</p>
 <p>Listen to this podcast series from Business teachers about topics you will study at A Level and BTEC</p> <p>Business as Usual Podcast Business as Usual Team</p>	 <p>Watch this documentary which explores the impacts on a factory when it is reopened by a Chinese company (Needs subscription or free trial)</p> <p>The American Factory Netflix</p>	 <p>Listen to an Audiobook Biography about an entrepreneur (Audible currently offering free trial)</p> <p>Audible Business Leaders Biographies Various Authors</p>	 <p>Listen to this podcast series including one about the development of GymShark. There are lots of podcasts about how to reach the top of your field.</p> <p>Talent Takes Practice Talent Takes Practice</p>
 <p>Watch* this video and read the information on how to avoid plagiarism</p> <p>Avoiding plagiarism Raimo Streefkerk</p>	 <p>Download* this software and get used to using it for recording sources online and citing them in word</p> <p>Zotero Zotero</p>	<p><i>Suggestions to choose:</i> Sophia Amoruso – Nasty Girl, Jack Ma – Alibaba, Mark Randolph – Netflix, Phil Knight – Nike and Anita Roddick – Body Shop.</p>	 <p>Watch this talk from a successful start-up founder, where he explains the surprising result of his research.</p> <p>The single biggest reason why start-ups succeed TED Talk – Bill Gross</p>