

Future Learn Courses

Entrepreneurship

This course will give you a good overview of business whether you are learning business for the first time or did GCSE business.

<https://www.futurelearn.com/subjects/business-and-management-courses/entrepreneurship>

6 short courses, 2 hours per week each course 2 weeks.

These courses include learning about:

- Vision and opportunity in successful businesses
- Introduction to writing a robust business plan.
- The importance of people, teams and networks within business
- Roles within a team
- Managing customers and competitors
- Learning about finance and how to fund a new enterprise

Human Resources

For those of you that maybe considering a career in HR I recommend this course; also we cover some of these aspects in Unit 6 of the A Level Course (in year 12) which focuses on Decision Making to improve Human Resource performance.

<https://www.futurelearn.com/courses/hr-fundamentals>

Start Date 29th June

Duration 5 Weeks for 3 hours per week

Customer Engagement - Marketing

To gain an insight to marketing and understand customer needs this is a very useful course to extend your knowledge of business. You will also learn how to prioritise the customers who are most likely to be interested in the products on offer, identifying the most profitable applications of relationship marketing and an understanding of the different ways you can get customers to be loyal and when to use them.

Included in this course is maximising the effectiveness of digital marketing for relationship building.

<https://www.futurelearn.com/courses/customer-engagement>

Start Date 22nd June

Duration 4 Weeks for 3 hours per week

There are also many other courses available in the business management section that may be of interest, all help with the wider understanding of business ideas and concepts.

<https://www.futurelearn.com/subjects/business-and-management-courses>

Podcasts

BBC 4 Business News

<https://www.bbc.co.uk/programmes/p016tl04/episodes/downloads>

There are a number of free podcasts you can learn more about business here is an example:

<https://www.learnoutloud.com/Podcast-Directory/Business>

Television

There are also some very good TV programmes that give an insight to businesses

Dragons Den

<https://www.bbc.co.uk/iplayer/episodes/b006vq92/dragons-den>

Inside Waitrose

<https://www.my5.tv/inside-waitrose/season-1>

Sainsbury

<https://www.my5.tv/sainsbury-s-150-years-on-the-high-street/season-1/inside-sainsbury-s-britain-s-oldest-supermarket>

M&S vs Waitrose

<https://www.my5.tv/m-s-vs-waitrose-which-is-better-value/season-1>

Aldi vs Lidl

<https://www.my5.tv/aldi-vs-lidl-supermarket-wars/season-1>

Various You tube clips on how items are made – gives an insight into the production process here is one example:

How Plastic Bottles Are Recycled In to Polyester

<https://www.youtube.com/watch?v=zyF9Mxlcltw>

Further Business Reading

Like A Virgin: Secrets They Won't Teach You at Business School Branson, Sir Richard, 2013 [ISBN-13: 978-0753519929]

Strong Woman: The Truth About Getting to The Top Karren Brady, 2013 [ISBN-13: 978-0007416141]

Steve Jobs: The Exclusive Biography Walter Isaacson, 2015 [ISBN-13: 978-0349140438]

Duncan Bannatyne: Anyone Can Do It [ISBN13: 9780752881898]

James Cann: The Real Deal [ISBN: 9780753515099]

Peter Jones: Tycoon [ISBN: 9780340952351]

Theo Paphitis: Enter the Dragon [ISBN: 9780752894225]

Deborah Meaden: Common Sense Rules [ISBN: 9781847940278]

There are also some very good topics you can research on Tutor2U

<https://www.tutor2u.net/business/reference/revision-videos?board=2993>