

PRE COURSE MATERIAL BUSINESS STUDIES

Before joining the course in September and to make an informed choice, students should look at the following resources:

1. Develop the habit of reading a broadsheet newspaper such as *The Times* or *The Sunday Times* and read the business stories on which your examination will be based.
2. Read a specialist magazine such as *The Economist*.

Find out what the following mean using the internet and bring any newspaper articles to class which relate to these topics for discussion:

- Entrepreneurs
- Public Limited Companies
- Marketing
- Recession
- Human Resources
- Lead Times

Students should cultivate a clear Global view of Business Studies during the course. It will be useful to read articles from media sources relating to what is happening to firms in:

- China
- India
- USA
- Brazil
- The Euro Area
- Japan

You should also look specifically at what is happening to large British firms such as Tesco, Marks and Spencer, Jaguar Land Rover, Vodafone and Barclays.

We find that if you starting reading media articles from an early stage your written answers include lots of relevant examples. If you are aspiring to gain an A grade in this subject it is essential that you gain the application over a two year period. Knowledge of this type cannot be gained purely in the last weeks of the course. We would encourage you to keep a scrapbook of relevant articles and show evidence of this when we meet in September.