Business A level and BTEC

Our current 5th form have started a research project in Marketing and are learning about Personal Finance. Although this is at A level standard, it does not replace the A level content. We have decided not to teach the A-level topics in advance of September. Your Son/Daughter will not be disadvantaged by not completing the work we are covering this term. We will start the A level programmes from scratch in September.

If your Son/Daughter would like some Business-related additional reading, I recommend an academic writing course that some of my students are completing this term. This would be outstanding preparation for an EPQ or writing above the standard of the GCSE. <https://www.open.edu/openlearn/education/educational-technology-and-practice/educational-practice/developing-good-academic-practice/content-section-0?active-tab=content-tab>

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| [A book shelf filled with books  Description automatically generated](https://www.open.edu/openlearn/education/educational-technology-and-practice/educational-practice/developing-good-academic-practice/content-section-0?active-tab=content-tab) | [Developing good academic practice - OpenLearn - Open University - DGAP\_1](https://www.open.edu/openlearn/education/educational-technology-and-practice/educational-practice/developing-good-academic-practice/content-section-0?active-tab=content-tab)  This free course, Developing good academic practice, is intended to help you develop good academic practices in your studies and when producing assignments and completing assessments. Although designed as a course to work through, the content can also be used to dip in and out of, if you feel you need to improve your skills in a particular area.  www.open.edu |

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I have also listed some recommended reading that your Son/Daughter might be interested in. We are reading some of these books in the Business Society this term and they would give your Son/Daughter insight into many of the key concepts she will cover in the Lower and Upper 6th at Stowe.

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When reading Levy's book, your Son/Daughter might consider:

* Steve Job's original reason for buying Pixar was to demonstrate the company's mastery of computer graphics technology. Using your knowledge of motivation theory, assess the impact on the creative staff at Pixar of Steven Job's buying Pixar from Lucas Films.
* Assess the likelihood that Steve Jobs business behaviour, and the way he made decisions, was mainly due to his experience of being dismissed from Apple.
* Assess the importance of first-mover advantage to Pixar.
* Steve Jobs was determined to take Pixar public in 1995, regardless of whether the company was ready or not. Assess the benefits to Pixar of moving to a Public Limited Company.
* Pixar's strategic vision was based on four non-negotiable pillars. Assess the importance of these four pillars to the success of Pixar.
* Pixar embodied the Buddhist philosophy of the Middle Way by functionally merging creative innovation with the realities of business. Assess the impact on Pixar of this organisational culture.
* Pixar's success paved the way for Steve Jobs' later victories when he returned to Apple. Assess the importance of Steve Jobs' career at Pixar to his later success at Apple.

**If your Son/Daughter would like to really extend beyond the classroom this summer**

The list includes some of the original work of some of the theorists we learn about in the classroom. Not many students will investigate the origins of business theories. Your Son/Daughter could differentiate their UCAS application by reading something different.

* C Handy. *Understanding Organizations*(Penguin 1993)
* I Ansoff. *Business Strategy* (Modern Management Readings, 1969)
* M Porter. *The Competitive Advantage of Nations*(Macmillan Business, 1998)
* M Porter. *Competitive Advantage: Creating and Sustaining Superior Performance*(Free Press, 2004)
* M Porter. *The Competitive Strategy: Techniques for Analyzing Industries and Competitors*(Free Press, 2004)
* A Dixit and B Nalebuff. *Thinking Strategically: Competitive edge in business, politics and everyday life*(Norton, 1993)
* E Goldratt and J Cox. *The Goal: A process of ongoing improvement* (Gower, 2004)
* K Legge. *Human Resource Management: Rhetorics and realities*(Anniversary edition, Palgrave, 2005)
* S Robbins and T Judge. *Organisational Behaviour* (12th edition, Pearson Prentice Hall, 2006)
* J Roberts. *The Modern Firm: Organisational design for performance and growth* (Oxford University Press, 2004)

We look forward to welcoming you to Stowe School in Michaelmas.

Regards,

Dr Gordon West, Mrs Bristow, Mr Freeman and Mr John