

EXPANDING YOUR BUSINESS AND ECONOMICS A-LEVEL

The Business Department would love for you to build on and develop your understanding further. We have included a range of resources from key texts to websites, newspapers, articles and television. Further we hope you enjoy a selection of novels about business identified by the Institute of Economic Affairs in their study of 2000: 'The Representation of Business in English Literature'



Some key books:

Author Title Publisher ISBN Stimpson P, Foden S, Mansell D AQA AS Business Studies Student Book Nelson Thornes 9780748798469

Surridge M, Gillespie A AQA Business Studies for AS (3rd rev Ed) Hodder Arnold 9780340957172

Marcouse I, Surridge M, Watson N, Swift I, Hammond A AQA Business Studies for AS (3rd rev Ed) Hodder Arnold 9780340958643

Jones R, Hall D, Raffo C, Anderton A, Chambers I, Gray D AQA AS Business Studies (4th Ed) Causeway Press 9781405892209

Ashwin A, Merrills S, Thompson R AS Business Studies Collins Educational 9780007270378

Wolinski J, Coates G AS Business Studies (2nd rev Ed) Philip Allen Updates 9780340959350

Further Reading

Author Title Publisher ISBN Lines D, Martin B, Marcouse I Complete A-Z Business Studies Handbook (5th rev Ed) Hodder Arnold 9780340915165

Crainer, S., Key Management Ideas: Thinkers that Changed the Management World (3rd Ed) Financial Times / Prentice Hall 9780273638087

Kotler P, Armstrong G Principles of Marketing (12th Ed) Prentice Hall 9780132390026

Micklethwait J, Wooldridge A The Witch Doctors: What Management Gurus Are Saying, Why It Matters and How to Make Sense of It. Mandarin 9780749326456

A selection of novels about business identified by the Institute of Economic Affairs in their study of 2000: 'The Representation of Business in English Literature'

- Hard Times (1854) by Charles Dickens
- North and South (1855) by Elizabeth Gaskell
- Little Dorrit (1857) by Charles Dickens □ Middlemarch (1872) by George Eliot
- Jude the Obscure (1896) by Thomas Hardy
- Heart of Darkness (1899) by Joseph Conrad
- Nostromo (1904) by Joseph Conrad
- Tono Bungay (1909) by H.G. Wells
- The History of Mr Polly (1910) by H.G. Wells
- Howard's End (1910) by E.M. Forster
- The Ragged Trousered Philanthropists (1914) by Robert Tressall
- Love on the Dole (1933) by Walter Greenwood
- Women in Love (1954) by D.H. Lawrence
- Room at the Top (1957) by John Braine
- Saturday Night and Sunday Morning (1958) by Alan Sillitoe
- Bonfire of the Vanities (1988) by Tom Wolfe

Money (1984) by Martin Amis



Newspapers / Magazines / Websites / Television

The Guardian Good site for business news.

<http://www.guardian.co.uk/business> The Times Good site for business news.

This includes a very useful section for Unit 1 on entrepreneurs.

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

http://business.timesonline.co.uk/tol/business/related_reports/entrepreneurs/

The Daily Telegraph Good site for business news. This includes a section on companies and markets. <http://www.telegraph.co.uk/money>

Economist Useful site. Do not forget to use the backgrounders feature that allows you to find other articles on key topics and do look at the special reports. (Some elements open only to subscribers). <http://www.economist.com>

BusinessWeek Great site for business news and features. <http://www.businessweek.com>

Business Review Magazine Useful student magazine with articles on relevant topics as well as helpful advice on the examinations.

Nelson Thornes - Online learning materials for AQA AS and A2 Business Studies. www.nelsonthornes.com/aqagce/business

Annual reports service

Order free annual reports from the Financial Times. Often useful to illustrate issues regarding strategy, the role of directors, factors that affect performance or to extract numbers (that then need to be simplified) for A2 finance. Shows the different ways organisations present themselves whilst also highlighting the reporting responsibilities of public companies - students are often surprised by how much data there is in these.

http://ftcom.ar.wilink.com/asp/P002_search

Bank of England A good site that explains: what the Bank of England does and what is meant by monetary policy and the links between interest rates and inflation. Useful for Unit 4. <http://www.bankofengland.co.uk>

BBC News

A superb resource and one of the best starting points to find resources.

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

British Franchise Association

"The British Franchise Association is the voluntary self-regulating governing body for franchising." This site features useful information on awards and case studies. This will be helpful for Unit 1 when teaching franchising.

<http://www.thebfa.org/> <http://www.thebfa.org/casestudies.asp>

Business in the Community

"Business in the Community is a membership of companies with the leadership to translate corporate values and commitments into mainstream management practice. These companies measure and report on progress and illustrate the action being taken to improve the impact of their operations, products and

services on society and the environment.” This website has useful case studies and statistics. www.bitc.org.uk

Bized

Excellent website full of useful information and resources, including an internet catalogue, learning material, business data and company facts. Free resources; textbooks to buy and rent, glossary etc. Virtual worlds include the economy, a factory and a farm. <http://www.bized.co.uk>

Business Link

Practical start-up advice for businesses. Case studies and practical information. Starting-up; exploiting new ideas; growing your business; types of business. Excellent material for Unit 1. www.businesslink.gov.uk

Business Plans / Starting-up

Most of the banks will have information packs on starting-ups and business plans. For example, Barclays provide the following information sheets: Writing a Business Plan, could you run your own business? Raising Finance and How to Forecast Cash Flow. These are found in the Business Banking / Resource Centre area on the website under Business Guides.

<http://www.uk250.co.uk/frame/5379/barclays.html>

Corporate Social Responsibility

The Government’s website on CSR. “We have an ambitious vision for UK businesses to consider the economic, social and environmental impacts of their activities, wherever they operate in the world”. Definitions of CSR and information and case studies on the benefits of this approach.

<http://www.csr.gov.uk>

Enterprise and Entrepreneurs

The Financial Times has a series of good (short) interviews with entrepreneurs, made as part of its Enterprise Week. These include: Martha Lane Fox, co-founder of Lastminute.com; Sir Ronald Cohen; the founding fathers of the British private equity industry; a discussion of the future of enterprise and John Timpson, chief executive of Timpson, the national chain of shoe repair shops.

<http://www.ft.com/indepth/enterpriseweek>.

Human Resource Management

The CIPD (the professional body for those involved in managing and developing people) is a useful starting point; there are a few interesting factsheets and articles on research findings on a range of topics. Most likely to be useful for A2, e.g. Human Resource Strategy, Knowledge Management.

<http://www.cipd.co.uk/subjects/>

Federation of Small Businesses

The organisation that represents many small businesses in the UK. The site has information on the issues currently concerning small business owners.

<http://www.fsb.org.uk>

Marketing

Basic material on a number of topics including some resources such as graphs and PowerPoint slides. <http://www.learnmarketing.net>

Masterclass

Masterclass is a magazine produced by Ernst and Young and has some useful material for A2. Masterclass gets inside the heads of exceptional business leaders; it explores their unconventional approaches to business and provides insight into how they have made their businesses grow.

<http://www.ey.com>

Recruitment, Retention and Turnover

Excellent data produced by the CIPD (the professional body for those involved in the management and development of people) on trends in the UK and their implications for business.

<http://www.cipd.co.uk/subjects/recruitment>

Statistics Free access to data produced by the Office for National Statistics and government departments. Everything from baby names, productivity, employment, inflation, shared ownership and how people spend their time.

<http://www.statistics.gov.uk>

Times 100 The material, which is centred on well-known businesses, has been designed by teachers and written by respected published authors to cover all the key topic areas. Case studies, theory, quizzes, company information links (taking you to specific sections of the featured company Websites), teacher resources, e.g. worksheets.

<http://www.thetimes100.co.uk>

Tutor2U

Excellent website. Offers free student and teacher resources including revision notes, presentations and quizzes. <http://www.tutor2u.net>

Television

The Business Channel

Great resource if you have access to Sky channel 547. Good range of programmes from documentaries, biographies and series.

www.thebusinesschannel.com

Dragon's Den BBC Entrepreneurs pitch their ideas to venture capitalists. Ideal material for Unit 1.

<http://www.bbc.co.uk/dragonsden/>

Working Lunch BBC Business updates. You can also sign up for a free newsletter and email update.

http://news.bbc.co.uk/1/programmes/working_lunch/default.stm

The Apprentice BBC Candidates compete to win a job with a six-figure salary and the chance to become Sir Alan Sugar's apprentice.

<http://www.bbc.co.uk/apprentice>