

Applied Business Bridging Menu

You are about to start an exciting journey into the world of Business, good luck!









Remember

- Choose what modules you do and when, but work through them consistently. Different tasks will take you varying amounts of time, but on average you should aim to do one or two per week.
- All green tasks are core modules, they are compulsory and must be submitted in your first lesson in September.
- 🌶️ The red hot chili indicates that the task is more challenging than the others
- Numbers eg (1) correspond to how you should evidence the module which can be found in the slides following the menu. They can be saved within this powerpoint or as separate documents clearly labelled with the subject

Applied Business Bridging Menu

(Green modules are core (compulsory) modules ,

indicates the most challenging modules)

Read 		Listen 	Visit  (virtually or physically at a date)
Shoe Dog: A Memoir by the creator of Nike For the first time, Phil Knight, the man behind the swoosh, tells his story. He begins with his crossroads moment when at 24 he decided to start his own business. He details the many risks and daunting setbacks that stood between him and his dream - along with his early triumphs. (1)	The Billion Dollar Deals and How They Changed Your World Watch Episode 1 and write a review on how digital finance transformed modern business (1)	<ul style="list-style-type: none"> https://podcasts.apple.com/us/podcast/wake-up-to-money/id128929173 BBC Radio 5 Live – Wake Up to Money(1)	Westfield Shopping Centre Explore the many different retailers and spot the similarities and differences in their marketing mix – Place, Product, Promotion, Price (3)
Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future South African-born Elon Musk is the renowned entrepreneur and innovator behind PayPal, SpaceX, Tesla, and SolarCity. Musk wants to save our planet; he wants to send citizens into space, to form a colony on Mars; he wants to make money while doing these things; and he wants us all to know about it. (1)	Erin Brockovich Single mother Erin Brockovich takes on powerhouse Pacific Gas and Electric when she discovers the company is poisoning the city's water supply. As a result of the largest direct action lawsuit of its kind, spear-headed by Erin and Ed Masry, the utility giant was forced to pay out the largest toxic tort injury settlement in US history: \$333 million in damages to more than 600 Hinkley residents. (1)	<ul style="list-style-type: none"> Mixergy: How a mom of 6 turned handmade hairbows into a \$6M business (2) 	The Museum of Brands Explore how brands shape – and are shaped by – people, culture and society. Fill in these worksheets as you go along. Worksheet 1 (4)
Steve Jobs: The Exclusive Biography An extraordinary book which gives us a unique insight into the life and thinking of the man who has single-handedly transformed the way we live today (1)	The Big Short A group of wily opportunists make a fortune off of the U.S economic crash by sniffing out the situation in advance and betting against the banks (1)	<ul style="list-style-type: none"> UK High Streets in Crisis (1) 	 Visit the Bank of England (5)
The Apprentice: How to Get Hired Not Fired by Alan Sugar Introduce you to real-world business thinking and decision-making (1)	The Founder All about the McDonald's franchise. See how businessman Ray Kroc made McDonalds into a world wide multi-billion pound company (1)	<ul style="list-style-type: none"> The Economist: Money Talks – Peak Car? (1) 	Explore the Unifrog Business Guide including the 'Geek Out' sections (1)
Building strong brands Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed (1)	TED Talks (1) <ul style="list-style-type: none"> The single biggest reason why start-ups succeed Where's Google going next? Why gender-based marketing is bad for business? (1) 	BBC 4 Business Podcasts (1) <ul style="list-style-type: none"> Supply-Chains vs Covid-19 The Business of Clicks 	
The Everything Store: Jeff Bezos and the Age of Amazon Find out the true story of the global giant Amazon and how it started off in a garage in Seattle simply delivering books through the mail to becoming “the everything store” (1)	Inside Aldi: Britain's biggest budget supermarket Documentary exploring how the German supermarket has swept the UK, overcoming industry hostility and snobbery with its discount goods. Former staff reveal how Aldi used a host of clever techniques to cut costs, and how their own brand goods look and taste like their big-name counterparts but cost a fraction of the price. (1)	<ul style="list-style-type: none"> Keeping up with the burgers Ryanair – a change of direction? 	Canary Wharf Explore the secondary central business district of London and the main financial centres of the UK and the world (1)

(1) - Book/Journal/Podcast/Film Review

Review by: _____

Title: _____

Author: _____

Review of (please circle)

Book Journal Podcast Film Documentary

Would you/would you not recommend it? Why?

Rating:



What was it about?

What did you find particularly interesting/inspiring/shocking? Has this changed your opinion?

How does it link to this subject and why is it important?

What would you like to learn more about?

Save your answers as part of this powerpoint & copy the template as many times as you need

(2) Mixergy Podcast: Bailey's Blossom

- What is Bailey's Blossoms Revenue?
- What is the name of her sister company?
- How much profit is Erin making?
- What was Erin's first entrepreneurial experience?
- What made Erin start up in the hair clips business?
- How much did she sell her hair clips for?
- Where did she sell her products?
- Why did she first struggle when receiving many orders?
- Why did she take a break for 2-3 years from her business?
- When she returned back to Texas, what was her new business idea?
- Where did she source her materials from?
- What other products did she diversify into?
- Who was the first person she hired and why?
- When asked how she would keep her business growing in a recession, what was her response?
- Visit <https://www.baileysblossoms.com/pages/about-us> to find out more about her business and what she sells
- **WHAT SKILLS/CHARACTERISTICS ARE NEEDED TO BE A GOOD ENTREPRENEUR LIKE ERIN HOOLEY?**

You can edit your answers in this powerpoint on the next slide and print to bring along with you in the first lesson
back

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(3) Visit Westfield Shopping Centre

Save your answers as part of this powerpoint & copy the template as many times as you need.
You can delete the text in each box and insert your findings.

Price

- Pricing Strategy
 - Discounts
- Terms and means of payment
- Criteria in granting credit

Product

- Features
- Quality
- Branding
- Packaging
- Warranties/Exchanges and Support Services

Company
Name/Logo

Promotion

- Sales promotion
- Advertising
- Public Relations

Place

- Physical and Online Channels
 - Market Coverage
 - Location
- Distribution and transport of goods

(4) Visit the Museum of Brands

Worksheet 1

111 – 117 Lancaster Road
Notting Hill, W11 1QT
London

Monday to Saturday
10:00 – 17:00

Adults - £11.50
Children - £6.50

(5) Visit the BoE

Choose whether you would like to make a

- Podcast
- Informative flyer
- Mini film
- Report
- Newspaper article

(6) MOOCs

To evidence this you can

- Save any notes you take
- Take and save a screenshot of completed modules or the completed course

(7) Generic to Brand

Target Market:

Brand Name:



Brand Logo:

Slogan:

Extra space for ideas to create a strong brand:

Describe or draw the packaging:

(8) BBC News Article

SCREENSHOT OF
ARTICLE
HEADLINE
here

Summary of article
here

Save your answers as part of this powerpoint & copy the template as many times as you need. You may change the size and shape of the boxes above to accommodate for your screenshot

(9) Top Trump Example and Template



Overview of the Business

Apple is global technology company that designs, develops and sells consumer electronics, computer software and online services. They are one of the four biggest companies in the world.

Country of Origin: California, USA

Purpose: Profit Organisation

Sector: Secondary and Tertiary

Scope of Activities: International

Aims of the business/mission statement: To obtain stellar products and services within tight timeframes, at a cost that represents the best possible value to our customers and shareholders

Type of Ownership: Public Limited Company (Inc in USA)

Share Price (where appropriate): \$279 for 1 share

Revenue/Profit 2019: \$64bn in revenue for Q4 2019



Overview of the Business

Country of Origin:

Purpose:

Sector:

Scope of Activities:

Aims of the organisation/mission statement:

Size of Business: (*e.g. employees, number of countries*)

Type of Ownership

Share Price (where appropriate):

Revenue/Profit 2019:

Edit your findings into powerpoint & copy the template as many times as you need

(10) 500 word report on your chosen Entrepreneur

Upload your report into your locker as a word document and save it as the name of your chosen Entrepreneur, e.g. "Report on Jeff Bezos"

Remember to include:

- Background information on the entrepreneur - e.g. when were they born, where are they from, etc.
- What is their business about?
- How did their business start off?
- How has their business grown?
- What is their net worth?
- What are their future business plans?
- Anything else