



Oxford  
Scholastica  
ACADEMY

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# EXPERIENCE BUSINESS & ENTERPRISE ACADEMY



## ***READING LIST***

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# WELCOME

to the Oxford Scholastica

## Experience Business and Enterprise Academy!

We're all looking forward to meeting you and delving into the world of business and enterprise together!

## Preparing for your classes

Many of our students ask us how they can make the most out of their courses by doing some pre-course preparation, so we've given you some ideas here. Don't worry though – we don't expect you to do all this! We know how busy you are, and the preparation is optional. But if you'd like to make a head start, here are our suggestions...



## Activities to do

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Make some notes on an entrepreneur who you particularly admire. Write about how and why they have succeeded, what they've said about their successes, and, if they've had any (most have!), their failures. We'll discuss these in the first class.

We'd also like you to have a go at creating a one-page proposal about an idea for a business that you would be interested in managing. This could be a completely new idea, or it could be that you think of an existing business idea and how you can make it better. This will be the starting point for a business proposal that you will work on throughout the course.

# RESOURCES TO EXPLORE

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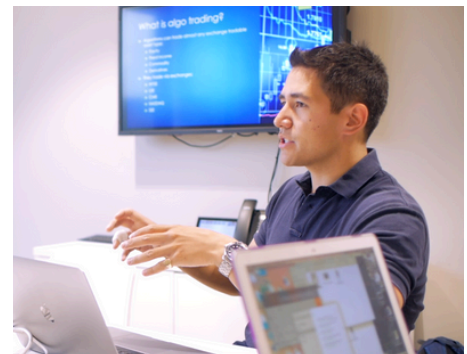
If you would like to get to grips with some of the topics we will be covering during the Academy, the following links will be of interest.

**1.** 'Where do prices come from?' by Russell Roberts is part of a series that explores fundamental economic concepts. Roberts is a professor of economics at George Mason University and a research fellow at Stanford University's Hoover Institution.  
<https://www.econlib.org/library/Columns/y2007/Robertsprices.html>

**2.** This article from Simon Wren Lewis gives an interesting account of the influence that banks have had in the last ten years on the macroeconomy. It advances the interesting idea that the banks had a part to play in both the crisis of 2007/8 and in the policy responses in response to that crisis.  
<https://mainlymacro.blogspot.com/2014/04/the-banks-and-austerity-simple-story-of.html>



**3.** This is an account of Dell Computing's business strategy, which gives a detailed account of how the company became so successful. What's interesting is that Dell's big advantage over their competitors was not an innovative product: it was actually the strategy of not holding inventory and making everything to order which had the biggest impact.  
<https://learn.marsdd.com/article/case-study-dell-distribution-and-supply-chain-innovation/>



**4.** Listen as Michael Blastland lays out the history of economic ideas to understand why economics goes wrong and whether it can ever go entirely right. He goes to Athens, Chicago and Cambridge.  
<https://www.bbc.co.uk/programmes/boozfk8t>





# BOOKS TO READ

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**Here are some more ideas!**

**5.** If you can, get hold of 'The Undercover Economist' by Tim Harford. This modern economics classic gives a good overview of the kind of problems economists put their minds to, and does so in an engaging way. It will aid your understanding of some of the key concepts in economic theory and how they are relevant to the real world.

If you're pushed for time, just have a look at chapters 1, 3 and 6.

<https://www.amazon.co.uk/Undercover-Economist-Tim-Harford/dp/0349119856>

**6.** Exploring Business by Karen Collins is available online. Along with the essential theory, it offers plenty of interesting real world examples. We suggest you only read through the introductions of chapters 1, 4, 5 and 6, which will whet your appetite for the course.

<https://open.umn.edu/opentextbooks/textbooks/15>

**7.** Reading Freakonomics and Superfreakonomics by Stephen J. Dubner and Steven Levitt would be a really excellent idea. There are lots of interesting little ideas in those two books.

<https://www.amazon.co.uk/Freakonomics-Economist-Explores-Hidden-Everything/dp/0141019018>

<https://www.amazon.co.uk/Superfreakonomics-Cooling-Patriotic-Prostitutes-Insurance/dp/0141030704>

**8.** We recommend downloading the BBC app on your phone and skimming through the business section every day to keep up with real world issues.

[https://play.google.com/store/apps/details?id=bbc.mobile.news.uk&hl=en\\_GB&gl=US](https://play.google.com/store/apps/details?id=bbc.mobile.news.uk&hl=en_GB&gl=US)

**9.** We would also advise reading a few blogs or listening to podcasts as well, such as the Mainly Macro blog, Freakonomics, Paul Krugman's blog and The Money Illusion.

Remember that what you should be doing with blogs is thinking critically about the point being made and trying to understand the strengths and weaknesses of what is being argued for: they're generally not just reporting the facts, but trying to convince you that they're right!

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**If you'd like any more resources, please feel free to ask us!**

**To explore a full course outline of what you will be studying, please see here.**

**<https://www.oxfordscholastica.com/oxford-summer-courses/business-summer-school/experience/#outline>**

**We hope you're as excited as we are to start the course and join us in Oxford!**

