



Oxford  
Scholastica  
ACADEMY

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# DISCOVER BUSINESS ACADEMY



## ***READING LIST***

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# WELCOME

to the Oxford Scholastica

## Discover Business Academy!

We're all looking forward to meeting you and delving into the world of business 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 would also like you to have a think about three different business/start-up ideas you have and to write down some notes. If you are struggling to come up with any ideas, a very good place to start is with yourself – what business or service would you pay for to improve your life? Would others also value this?

# 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.** Business is such a broad field that it is extremely difficult to summarise, but the BBC bitesize resources do an admirable job. You can find all the subjects typically contained in a business degree here. Explore whichever fields grab your interest.

<https://www.bbc.co.uk/bitesize/examspecs/zvwb382>

\_(Once you are on BBC Bitesize, it doesn't matter what exam board you choose)

**2.** Here's an introduction to Economics as a concept and it should be a good preparation for the summer. The video explains the breadth of the topic of economics and presents interesting case studies. We will be discussing lots of real world examples of economics, so do think about the effects these simple economic concepts have on your day-to-day life.

<https://youtu.be/2YULdjmg3o0?feature=shared>



**3.** We also really 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&pli=1](https://play.google.com/store/apps/details?id=bbc.mobile.news.uk&hl=en_GB&pli=1)



**4.** If you can, get hold of the 'A Book About Innocent: Our Story and Some Things We've Learned by Innocent'. Innocent Smoothies is a British smoothie and health drinks company, started in 1999, and this is their company autobiography. They have a really fun, accessible brand and this shines through in the book which provides a fun lens to look at the serious business they grew.

<https://www.amazon.co.uk/Book-About-Innocent-things-learned-ebook/dp/B086L8VPHF>



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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/discover/#outline>**

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

