



## **Business (12-14) Reading List**

We're looking forward to welcoming you to the Business course, and we hope you're looking forward to joining us too!

If you'd like to start exploring the subject ahead of the start of your course, here's a list of resources that will help you engage with some of the ideas you'll be exploring in more depth across the two weeks. These are by no means in order of importance and you don't have to look at all of them – let your instinct choose what sounds more interesting to you!

**Whether you're doing the one or two week course, the reading list below is applicable!**

What is success in business? Does it boil down to profits, or how many people your products are able to reach? This collection of resources will help you to start thinking about what a successful business looks like, what entrepreneurship really means and what successful leadership entails. As you're looking through these, make a note of the businesses, business models or entrepreneurs you particularly admire – can you narrow down the things they are or do that really impress you? All of these thoughts will come in really handy in our sessions on Entrepreneurship, Leadership and Setting Up Successful Businesses.

- **Video: What Is A Company? by Udacity** – This is the perfect place to start your thinking about how businesses work and how they become successful. Before you can dive into their success, we need to think about what a company actually is and this video should help to answer that question.

Link: Watch [here](#)

- **Website: Business Plans for Teen Entrepreneurs by Teen Business** – Sometimes, the best people to learn from are those who are just one step ahead of you. The Teen Business website is excellent, as it has lots of great content about some of the most interesting and successful young people running their own businesses – take a look at the articles, or watch a couple of videos and I'm sure you'll be inspired!

Link: Read [here](#)

- **Article: The 9 Most Successful Business Models Of Today by Bernard Marr** – Now, don't worry if some models seem more complicated than others as you're reading this – some of them are pretty advanced! You might like to note down any questions you think of while you're reading the more complex ones, as we can chat through these in our first session.

Link: Read [here](#)

**If you're joining us for two weeks here are some more exciting resources that will push you even further!**

The first step to becoming an entrepreneur is finding the right business idea. How do you do this? See what experts from Harvard University have to say in the article below, then watch the video to see some innovative and fun business ideas that have received some huge sums of investment! *(These will be very useful for the independent project you'll be working on in the second week of the course!)*

- **Article: So You Want to be an Entrepreneur by Harvard Business Review** – Being an entrepreneur sounds great, right? You get to pick your own schedule, build a business that really means something to you and track the impact you've had on the world firsthand. So, how do you get started? The Harvard Business Review has some really valuable suggestions in this article.

Link: Read [here](#)

- **Video: Shark Tank's Best Pitches Explained By the Cast by Vanity Fair** – Since you're interested in Business, I'm pretty sure you'll already know what Shark Tank (or Dragons' Den, depending on where you're based) is – and I hope you enjoy watching it! This short video is a summary of some of the most successful pitches in Shark Tank history. As you're watching, think about *why* these businesses were so successful. How much of it is because of an impressive pitch and how much is the business idea itself?

Link: Watch [here](#)

Young people are becoming increasingly involved in business, and we can see the very real, often positive impact this is having on the world. We've gathered together these articles so you can see some of these effects firsthand. We'll be thinking about the future

of business in our eighth session, so it would be great to hear your thoughts on the future ethical direction we might be heading in then!

- **News Report: Would the world be better if it was run by teenagers? by BBC** – Now, this might be a tricky question to answer in an unbiased way, but it's interesting to think about your gut reaction nonetheless. As you're reading, pay particular attention to any points that you instinctively disagree with – are they argued well? Does your opinion change at all as you're reading the explanation?

Link: Read [here](#)

- **News Report: Ethical business: Young people behind a 'rising trend' by BBC** – If you've ever felt too young or too small to make a difference, you should definitely read this uplifting article. It can be easy to get bogged down by the realities of business and forget that entrepreneurs have the opportunity to make real change with their brands. As part of the course, you'll be designing your own business – do you want it to be an ethical one?

Link: Read [here](#)

- **Article: 44 Of The World's Most Ethical Companies by Green Citizen** – As you're reading this one, think about what "ethical" means to you in a business context. Does it just mean limiting the harm a brand inflicts upon the environment or the people it employs? Is there a deeper question of motivation and morality in ethical business? Don't get too bogged down with these questions, though – remember to enjoy reading about these fascinating companies too!

Link: Read [here](#)

### **Next Steps:**

We're really looking forward to welcoming you to our Business course! If you'd like to take your learning to the next level, you're welcome to join one of our other Business programmes too – many of our students sign up to multiple programmes as they prepare for their futures. Your options include:

- At Oxford Scholastica, we run a residential Oxford Summer School every summer – you might be interested in the [Discover Business Academy](#). This is an immersive, two-week residential experience which takes place on the Oxford University campus – you'll take your understanding to the next level and meet like-minded students from around the world.

**Other Resources:**

Clarity about your future career direction will help you in your academic studies and in your university applications. We've created a quick Careers Test to help you to know what careers might suit you best. You'll then receive a personalised Careers Report, with recommended careers and resources to explore. We hope you'll find it useful!

It's mostly aimed at 15-18 year olds, but you're still more than welcome to try it out for yourself.

Try the Test [here](#)