



Business & Enterprise Reading List

We're looking forward to welcoming you to the Business & Enterprise 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 one or 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!

With these resources, you'll gain a strong foundational knowledge of some key business principles, which we'll build upon in our sessions together over the next one or two weeks. As you read, watch and listen, make sure you make a note of any questions that you have so that we can discuss them in the relevant classes.

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

Often, the businesses that are the most successful are those that are founded on something personal. If the founder of the company doesn't believe in the product, it's unlikely to do well for a sustained period of time. These resources will help you start to think about what your own personal businesses could be, as well as the values you'd like them to embody.

- **Video: Uncover your passion and turn it into a career by Noeline Kirabo** – Sometimes you just need a place to start. If you're looking for your billion-dollar business idea, the best thing to do could be working out what you're passionate about. From social enterprises to streamlining consumer processes, this video will help you identify what you care about and how you can turn it into a money spinner.

Link: Watch [here](#)

- **Podcast: How to build your company to last by Masters of Scale** – The Masters of Scale podcast is a wonderful resource, full of both macroeconomic information and personal tips and tricks for entrepreneurs. This particular episode underscores the importance of developing resilience in business and balancing tradition with innovation.

Link: Listen [here](#)

Having an idea of the wider economic environment within which businesses operate will prove invaluable as you go onto further study or to start up your own companies.

- **Article: Three Economics Truths for Entrepreneurs by Startup Grind** – If you're wondering why we're even bothering to look at economics in this course (you've chosen to study business, after all), read this article. You'll find out three of the core reasons it's important we understand the wider economy when we're looking to work in business.

Link: Read [here](#)

- **Podcast: Freakonomics** – If you're interested in business, you should get familiar with the Freakonomics phenomenon. What started with a book has become an ecosystem of books, podcasts, radio shows and blogs, all with vitally important information about the economy and the world of business. All of these episodes are great, so scroll through the episodes page and jump into whichever titles appeal most to you.

Link: Listen [here](#)

- **Video: Why you should get paid for your data by Jennifer Zhu Scott** – Being able to successfully market your new company depends upon your understanding of marketing. In the modern day, companies are able to tailor the promotional material you see, whether that's on Instagram ads or in your emails, because of the wealth of data they hold about each of us. Find out more in this interesting video – we'll be chatting all things marketing in our third session.

Link: Watch [here](#)

- **Video: The wildly complex anatomy of a sneaker by Angel Chang** – Lots of us are becoming more aware of the hidden impact of the products we are consuming. Whether it's a move to meat-free alternatives in the kitchen or secondhand fashion in the wardrobe, there are lots of ways businesses can alter their output to placate these increasing consumer concerns. This video will show a new perspective on the sneaker business in this light.

Link: Watch [here](#)

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

- **Book: Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel and Blake Masters** – If you're looking to start a new business, you'll likely be looking to find out more about the world of startups. Beyond the gimmicks (think playground slides in the office or free breakfast smoothies), startups can be challenging but highly rewarding environments in which to work. Thiel and Masters bring this world to you through this book.
- **Video: The time value of money by German Nande** – You'll have heard the phrase that time is money, but probably not quite in this sense before. This excellent video will explain the idea that cash does not hold its true value over time – can you think about why this might be important to consider when running a startup company?

Link: Watch [here](#)

Next Steps:

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

- Our month-long [Business & Economics Internships](#) are another great option – you'll gain hands-on experience, co-authoring a paper with an academic researcher or consulting for a real-life entrepreneur or consultant (particularly helpful as work experience can be hard to find!)
- At Oxford Scholastica, we run a residential Oxford Summer School every summer – you might be interested in the [Experience Business & Enterprise Academy](#). This is an immersive, two-week residential experience which takes place on the Oxford University campus – you'll take your understanding of business to the next level while building an international network of like-minded students

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!

Try the Test [here](#)

If you know you're applying to university soon, and are keen to stand out from the crowd, we've created a short (free) **University Preparation Report** for you – simply fill in the quick form on this page, and we'll send you subject-specific reading and podcast recommendations, tailored to your interests, to help guide your university preparation.

Take the University Preparation Report [here](#)