

Business A-Level

This enrichment tracker helps you explore wider business contexts and strengthen your real-world understanding alongside your course. Complete at least one enrichment activity per half-term to boost your application, personal statements, and class engagement.

Unit of work	Wider engagement opportunities for Y12			
	Reading/Doing	Watching	Listening	Trips
Theme 1: Entrepreneurs, Customer Needs, Market Research Theme 2 – Business Planning	<p>Book <i>The Undercover Economist</i> by Tim Harford ISBN: 9780349119854 – Great for understanding supply/demand, elasticity, market forces</p> <p>Study Guide Tutor2U Theme 1 Notes Focused revision aligned to Edexcel Theme 1</p>	<p>Inside the Factory Production, operations, quality (Theme 2 / CTECH Units) The Apprentice - https://www.bbc.co.uk/iplayer/episode/m002b1x2/the-apprentice-series-19-12-the-final</p>	<p>Podcast The Bottom Line – BBC Radio 4 Real-world business discussions – start with marketing episodes</p> <p>https://www.bbc.co.uk/programmes/p0lxz2vl</p> <p>Diary of a CEO - https://www.youtube.com/@TheDiaryOfACEO</p>	<p>Marketing Tour / Ret. Analysis - Westfield Stratford, West End brand/sto compariso Marketing segmenta pricing</p> <p>Financial District To London – Bank of England, Canary WH - Finance, banking, economic influences</p>
Autumn 2	Business Stripped Bare (Branson) - ISBN	The Defiant Ones – Netflix The Founder – Netflix		

Theme 1 – Marketing Theme 2 – Sales and Sales Forecasting	9781905264421 Marketing Week articles on customer segmentation <i>Contagious</i> – Jonah Berger ISBN: 9781451686586	Undercover Boss - Youtube	Marketing Week https://www.marketingweek.com/podcast-ad-avoidance/ Steven Barlett Diary of a CEO - https://stevenbartlett.com/diary-of-a-ceo-podcast/
Spring 1 Theme 1 – Customer needs Theme 2 – Business Finance & Break Even	Brilliant Customer Service – Michael Hepworth ISBN: 9780273746135 Business Finance – Clive Wilson (Hodder Education) - ISBN: 9780340849101	Customer Wars – Channel 5 Dispatches: Secrets of Your Supermarket Food – Channel 4	The Bottom Line - https://www.bbc.co.uk/programmes/b006sz6t Planet Money - https://www.npr.org/sections/money/
Spring 2 Theme 1 – External Influences Theme 2 – Resource Management	The Toyota Way – Jeffrey Liker 9780071392310 The Everything Store: Jeff Bezos and the Age of Amazon – Brad Stone 9780552167833	Money Box (BBC) Inside the Factory (BBC) Panorama: Britain’s Food Chain Crisis – BBC Iplayer Dispatches: Supply Chain Secrets – Channel 4	CIPD Podcasts - https://www.cipd.org/uk/search/?term=podcasts Planet Money - https://www.npr.org/sections/money/
Summer 1	Operations Management for Dummies – Mary	Netflix Explained: Billion Dollar Burger (Plant-Based Meat) - Netflix	CIPD Podcasts - https://www.cipd.org/uk/search/?term=podcasts

Theme 1 – The Market	Ann Anderson – 9781118551067 The Undercover Economist – Tim Harford - 9780349119854	Inside the Factory – BBC Iplayer BBC Bottom Line - https://www.bbc.co.uk/programmes/b006sz6t	Planet Money - https://www.npr.org/sections/money/	
Theme 2 – Resource Management				
Summer 2	Operations Management for Dummies – Mary Ann Anderson – 9781118551067 The Undercover Economist – Tim Harford - 9780349119854	Netflix Explained: Billion Dollar Burger (Plant-Based Meat) - Netflix Inside the Factory – BBC Iplayer BBC Bottom Line - https://www.bbc.co.uk/programmes/b006sz6t	CIPD Podcasts - https://www.cipd.org/uk/search/?term=podcasts Planet Money - https://www.npr.org/sections/money/	
Theme 1 – Managing People				
Theme 2 – Resource Management				

Unit of work	Wider engagement opportunities for Y13			
	Reading	Watching	Listening	Trips
Autumn 1	Good Strategy Bad Strategy (Richard Rumelt) - ISBN 9780307886231 The Economist on strategy	The Founder - Growth, franchising, ethics (McDonald's) – A-Level Theme 3 Dirty Money - Business ethics, corporate culture (Theme 3 / CTECH Ethics) Dragons' Den - Entrepreneurship,	CIPD Podcasts - https://www.cipd.org/uk/search/?term=podcasts Planet Money - https://www.npr.org/sections/money/	
Theme 3 – Business Objectives & decisions				
Theme 4 - Globalisation				

		pitching, business planning		
Autumn 2 Theme 3 – Growth Theme 4 – Global Markets and Business Expansion	Business Strategy: A Guide to Effective Decision-Making – Jeremy Kourdi 9781846686016	Business Daily – BBC World Service	Panorama: Amazon, Delivering the Truth - Netflix	
Spring 1 Theme 3 – Decision Making Techniques Theme 4 – Global Marketing	No Logo (Naomi Klein) - ISBN 9780312203436 Financial Times on global trade Business Decision Making – Peter Stimpson (Cambridge) 9780521755352 Brand Brains: How to Build a Global Brand – Matt Johnson	Explained: Decision Making – Netflix Coca-Cola: The Real Story Behind the Real Thing - Youtube	Global Dispatches Podcast The True Cost (Netflix) The Intelligence – The Economist	
Spring 2 Theme 3 – Influence on Business Decisions & Assessing Competitiveness	The Lean Startup – Eric Ries – 9781846686016 Global Marketing – Keegan & Green	Panorama: Delivering the Truth – Amazon – BBC Iplayer Business Boomers: Amazon or Aldi episodes – BBC Iplayer	Planet Money – NPR – Podcast HBR Ideacast – Harvard Business Review	

Theme 4 – Global Marketing	- 9781292150765			
Summer 1 Theme 3 – Managing Change Theme 4 – Global Industries and Companies	Leading Change – John P. Kotter – 9781422186435 Why Nations Fail – Daron Acemoglu & James Robinson – 9781846684302	The Office (UK or US) - BBC Iplayer Inside the Factory – BBC Iplayer Amazon: The Truth Behind the Click Dirty Money (Ep: “The Maple Syrup Heist” / “Volkswagen” - Netflix	Diary of a CEO – Steven Bartlett Business Daily – BBC World Service The Intelligence – The Economist	

Possible resources for the Sixth Form Study Centre in order of priority

https://www.amazon.co.uk/Edexcel-level-Business-Student-ActiveBook/dp/1447983548/ref=sr_1_2?crid=2EPL3D1SS7M1R&dib=eyJ2ljojMSJ9.dENjL3w1CzYFWWhOSgOG4VPQXXsPCGqqolaJHxCYzgzsmtd5MpIJNXZ1JOgBp1aJsvStiV0Z-aim6l4STCvPyJsxNGHSQm-yM8xrOrZuihZhT62cy-KhFMrYfjmjWWvLnYZc7UDtDBO4vt4ZQjwfCu4bPRtwXqJ7gubHB-nwKud7aKE_ZTfE2UT2-SfXTCGzr2a4D_VrBbsYyVzorrFWkNydUbQtR1GHdNZ7PY-8lVpY.Y57MGqCbGxQcyGoRfVPzLOvNNrw08ULAW1Gewxe_058&dib_tag=se&keywords=edexcel+a-level+business&qid=1759215963&prefix=edexcel+a-level+business%2Caps%2C101&sr=8-2

https://www.amazon.co.uk/Essential-Maths-Skills-Level-Business/dp/1471863476/ref=sr_1_1?crid=1lFJ5D37DO4ON&dib=eyJ2ljojMSJ9.pPLH-mCrrO_7bb1XCsrumpooePz2STvyuyXcvSvEHox7PY2GUSDYsdAmUZSSGjUC8fxgH1D3HumlPqG9RxYGeOJJO1ihvkYqpM_jSf5EfyiP-s9QkSi8joQFjD_pDB9z5pjFRjslXY0OXzRDBLvqS8PWhay9ldUScJhaYqy25_b8-mWB2NYS5r9a5mipK11jbxmylZJBmotC24vhYDzRiMiF6wUk-gMeGPMe3f8lcM.XhXJlA Djv-qNKakirCCK9-UCdM1LPke4V-qA9k8ulNo&dib_tag=se&keywords=edexcel+a-level+business+maths&qid=1759216068&prefix=edexcel+a-level+business+maths%2Caps%2C97&sr=8-1

https://www.amazon.co.uk/Aiming-level-Business-Phil-Waterhouse/dp/1510424148/ref=sr_1_2_sspa?crid=22SJTOMQJWWOA&dib=eyJ2ljojMSJ9.8vlsYzX8p5l6FWZUaBeEIEXqPB-RtlnD09EZQchGNWjhEEYcww6l0cCiKa0iQzUeogzalG8ubSagVHPDpsa6nsHnvnad-ALqGh9vS_mUm54TMFD5eq5BpK_xfYKnOxtaukPnWvorUIY2PknPExzUgfwCvY6VDqwIKRouV4YLlAylnE3ViT0jrjyIE0iZve8XUPGWwUh_UTXrbCQdjLHXN9r2QmmjwINDF_8XjNsSl.5G0LfgFrEKGFa1duPIL7POn81eZABL7HQRghjVkrQSc&dib_tag=se&keywords=how+to+get+an+a+in+business+a-level&qid=1759215899&prefix=how+to+get+an+a+in+business+a-level%2Caps%2C82&sr=8-2-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&pvc=1

Business CTECH

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Unit of work	Wider engagement opportunities for Y12			
	Reading/Doing	Watching	Listening	Trips
<p>Autumn 1</p> <p>Unit 1 Business Environment & Unit 5 Marketing and Market Research</p>	<p><i>Business Review Magazine</i> (Hodder): Articles on marketing, market research, customer needs.</p> <p><i>The Undercover Economist</i> by Tim Harford – real-world application of market forces. ISBN: 9780349119854 – Great for understanding supply/demand, elasticity, market forces</p> <p>Tutor2U Theme 1 A-Level Business Revision Guide.</p> <p>Articles on marketing trends from: Marketing Week The Drum – brand and advertising</p>	<p>The Intern (2015) — shows intergenerational dynamics in the workplace, onboarding, mentoring, corporate culture</p>	<p>BBC Radio 4 – <i>The Bottom Line</i> (Episodes on marketing strategy & business models)</p> <p><i>Marketing Week</i> Podcast (Interviews with CMOs on market positioning and branding)</p>	

Autumn 2	<p><i>Leaders Eat Last</i> by Simon Sinek – Leadership and organisational behaviour</p> <p>Articles in <i>Harvard Business Review</i> on leadership and organisational culture</p>	<p><i>Inside the Company: Secrets of the Sales Force</i> (Channel 4)</p> <p><i>Dragon's Den</i> – analysing leadership styles and negotiation</p>	<p><i>HBR IdeaCast</i> – Short insights into leadership and managing people</p> <p><i>The Diary of a CEO</i> – Deep dives into leadership journeys from top CEOs</p>	
Spring 1	<p><i>The Personal MBA</i> by Josh Kaufman – simplified business finance explained</p> <p><i>Business Insider</i> – insights into operations & workplace culture</p>	<p><i>Inside Job</i> – how financial decisions impact global economies</p> <p><i>Money Explained</i> (Netflix) – topics like credit, budgeting, business debt</p>	<p><i>Planet Money</i> (NPR) – accessible economics & finance stories</p> <p><i>Financial Times Working It</i> – workplace communication and trends</p>	
Spring 2	<p><i>The Everything Store</i> (Brad Stone) – How Amazon revolutionised operations</p> <p><i>Business Review Magazine</i> – operations and logistics features</p>	<p><i>Amazon Empire: The Rise and Reign of Jeff Bezos</i> (PBS/YouTube)</p> <p><i>Dispatches: Inside Amazon</i> – working conditions and efficiency</p>	<p><i>How I Built This</i> – logistics, operations behind big businesses</p> <p><i>The Supply Chain Brain Podcast</i></p>	

Summer 1	<p><i>Blue Ocean Strategy</i> – strategic growth through market innovation</p> <p>Tutor2U Theme 3 Study Notes</p>	<p><i>The Defiant Ones</i> (Netflix) – strategic partnerships & growth</p> <p><i>The Men Who Made Us Spend</i> – consumer behaviour and sales strategies</p>	<p><i>Exponential View</i> – business strategy & innovation</p> <p><i>CIM Marketing Podcast</i> – real world use of market research</p>	
Summer 2	<p><i>Factfulness</i> by Hans Rosling – economic and social trends across countries</p> <p><i>No Logo</i> by Naomi Klein – globalisation and ethical production</p>	<p><i>Business Daily</i> (BBC World Service) – global business trends</p> <p><i>Global Dispatches</i> – international trade and development</p>	<p><i>The True Cost</i> – ethics in fashion industry and global production</p> <p><i>Dirty Money</i> (Netflix) – corruption and global business practices</p>	

Unit of work	Wider engagement opportunities for Y13			
	Reading	Watching	Listening	Trips
Autumn 1 Human Resources – What is Human Resources Customers and Communication – Who are customers	<p><i>Armstrong’s Handbook of HRM Practice</i> (Essentials) ISBN: 9781398605015 Amazon</p> <p><i>Brilliant Project Management</i> – Stephen Barker ISBN: 9780273775098 Amazon</p>	<p><i>Inside the Company: Secrets of the Sales Force</i> (Channel 4) <i>The Office</i> (BBC – HR focus episodes)</p> <p><i>Dispatches: Workplace Stress</i> (Channel 4) <i>Netflix:</i></p>	<p>BBC The Bottom Line – HR & Work Culture</p>	<p>Try and visit a Golf Club to see the different types of customer</p>

	<p><i>Project Management for Dummies</i> – Stanley E. Portny ISBN: 9781119700266 Amazon</p>	<p><i>Working</i> (Obama docuseries)</p>		
<p>Autumn 2</p> <p>Human Resources – Recruitment & Selection</p> <p>Customers and Communication – Different methods of communication</p>	<p><i>Start with Why</i> (Simon Sinek) - ISBN 9781591846444 BBC News on GDPR</p> <p>(HR Series) – Cary L. Cooper ISBN: 9780852929877 Amazon</p>	<p><i>The Apprentice UK</i> (BBC) <i>Dragons' Den</i> (focus on hiring & pitch skills)</p>	<p>WorkLife with Adam Grant FT Working It – Hiring & Culture</p>	<p>Speak to someone that works in HR</p> <p>Outside Speaker who works in HR</p>
<p>Spring 1</p> <p>Human Resources – HR Planning and Training</p> <p>Customers and Communication – Effective communication</p>	<p><i>Drive</i> (Daniel H. Pink) - ISBN 9781594484803 CIPD articles on HR trends</p> <p><i>Brilliant Customer Service</i> – ISO guide ISBN: 9780273746135 Amazon</p>	<p><i>Undercover Boss</i> (All4) <i>Customer Wars</i> (Channel 5)</p>	<p>Call Centre Helper Podcast CIM Marketing Podcast</p>	<p>Customer service observation in a shopping centre</p>
<p>Spring 2</p> <p>Human Resources – Motivation & Appraisals</p> <p>Customers and Communication – Creating different</p>	<p><i>First, Break All the Rules</i> (Marcus Buckingham) - ISBN 9780684852867 Harvard Business Review on performance</p> <p><i>Measuring Customer Satisfaction and Loyalty</i> – Bob</p>	<p><i>The True Cost</i> (Netflix) – ethical customer impact <i>Dispatches: Customer Complaints</i> (Channel 4)</p>	<p>Business Daily – Customer Focus Forbes CX Series</p>	

communication documents	E. Hayes ISBN: 9780873897322 Amazon			
Summer 1 Human Resources – Confidentiality Customers and Communication	<p>Data Protection and Information Rights: A Practical Guide – Paul Lambert</p> <ul style="list-style-type: none"> ISBN: 9781847668790 <p>GDPR for Dummies – Suzanne Dibble</p> <ul style="list-style-type: none"> ISBN: 9781119546093 	BBC News Business Clips (YouTube) Working: What We Do All Day (Netflix)	The Bottom Line – Workplace Savemyexams HR & Marketing Notes	

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https://www.amazon.co.uk/Cambridge-Technicals-Level-Business-2016/dp/1471874796/ref=sr_1_1?crd=2YD9QKH0WRH3F&dib=eyJ2ljojMSJ9.KiTySCcF7k-KUPIoFICamHr3Y7621UfEmdQHHR4_k_5Ot90YGNlaiNmoZfVR5VH5_v4snJcJgFQ_ESVzRIAqxQ.mIT5-f15fXdOc9aTjttT3IMqFXY6to988OOEgURh9Tc&dib_tag=se&keywords=ocr+cambridge+technicals+in+business+level+3&qid=1759216109&sprefix=ocr+cambridge+technicals+in+business+level+3%2Caps%2C81&sr=8-1

https://www.amazon.co.uk/My-Revision-Notes-Cambridge-Technicals/dp/1510442324/ref=pd_bxgy_thbs_d_scl_1/525-9820684-1499454?pd_rd_w=pe81W&content-id=amzn1.sym.ec630614-3f9e-4b7f-ba9a-fe89f8e4113f&pf_rd_p=ec630614-3f9e-4b7f-ba9a-fe89f8e4113f&pf_rd_r=G1V532FDTSV80PSSYSWP&pd_rd_wg=HDHil&pd_rd_r=00e871ad-33a6-4866-b683-f1910091225e&pd_rd_i=1510442324&psc=1