

## Year 13 Pre-University work

### Business, Management and Economics courses

#### Recommended reading

##### Business and Management

1. *How brands grow*, **Byron Sharp**
2. *Understanding Organizations*, **CB Handy**
3. *Principles of Marketing, Fifth European Edition*, **Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008)**
4. Harvard Business Review, [www.hbr.org](http://www.hbr.org)
5. *Critical Thinking Skills: Developing Effective Analysis and Argument*, **Cottrell, S (2017)**

##### Economics

1. *Economics*, **D Begg, S Fischer and R Dornbusch**, McGraw-Hill
2. *The History of Economic Thought*, **WJ Barber**, Pelican
3. *Real World Economics*, **C Huhne**, Penguin
6. *Poor Economics: barefoot hedge-fund managers, DIY doctors and the surprising truth about life on less than \$1 a day*, **A V Banerjee and E Duflo**, Penguin, 2012
7. *GDP: A Brief but Affectionate History*, **D Coyle**, Princeton University Press, 2014
8. *End This Depression Now!* **P Krugman**, W W Norton, 2012
9. *Freakonomics*, **S D Levitt and S J Dubner**, Penguin, 2007
10. *Macroeconomics*, **N G Mankiw**, 9th edition, Worth Publishers, 2015
11. *Microeconomics*, **D Acemoglu, D I Laibson and J A List**, 2nd edition, Pearson, 2018

##### Future Learn courses

Choose a course from either Future Learn or Open University:

Go to [www.futurelearn.com](http://www.futurelearn.com)

Create an account. All the courses below are free:

1. <https://www.futurelearn.com/courses/financial-services-after-the-banking-crisis> (The global financial crisis, financial regulation)
2. <https://www.futurelearn.com/courses/achieving-sustainable-development> (Development vs growth)
3. <https://www.futurelearn.com/courses/global-studies-global-exit> (Globalisation and understanding the cons of globalisation)
4. <https://www.futurelearn.com/courses/media-data> (Using statistics)
5. <https://www.futurelearn.com/courses/global-resource-politics> (The oil industry)
6. <https://www.futurelearn.com/courses/disaster-management> (Humanitarian aid)
7. <https://www.futurelearn.com/courses/understanding-gender-inequality> (Gender inequality in labour markets)
8. <https://www.futurelearn.com/courses/mergers-acquisitions-concepts-theories> (Growth models)
9. <https://www.futurelearn.com/courses/finance-for-business-growth> (sources of finance)
10. <https://www.futurelearn.com/courses/hr-fundamentals> (Human resources management)

11. <https://www.futurelearn.com/courses/the-secret-power-of-brands> (Marketing and branding)
12. <https://www.futurelearn.com/courses/global-ethics> (Business ethics)

#### *Development economics*

1. <https://www.gapminder.org/videos/everyone-lives-on-dollar-street/>
2. <https://www.gapminder.org/videos/how-not-to-be-ignorant-about-the-world/>
3. <https://ocw.mit.edu/courses/economics/14-73-the-challenge-of-world-poverty-spring-2011/video-lectures/lecture-17-the-not-so-simple-economics-of-lending-to-the-poor/>

#### Open University courses

Go to [www.open.edu/openlearn/money-management/free-courses](http://www.open.edu/openlearn/money-management/free-courses)

Create an account. All the courses below are 6+ hours, and lead to a free completion certificate:

1. Understanding economic inequality (*absolute and relative poverty and macro-economic objectives*)
2. Economics explains: Discrimination in the labour market
3. The value of coffee (*price determination*)
4. The financial markets: Context (*the role of financial markets*)
5. Business organisations and their environments: Culture
6. An introduction to business cultures
7. Investment risk (*investment appraisal*)
8. Understanding and managing risk (*factors that determine risk and uncertainty*)
9. Marketing in the 21<sup>st</sup> century (*ethics, branding, global marketing*)
10. Stakeholders in marketing and finance (*stakeholders*)
11. Supply chain sustainability (*business ethics and growth strategies*)
12. Introducing corporate finance (*gearing, equity*)
13. Equity finance (*venture capital, stock exchange listing, business angels*)
14. Environmental factors (*ethics, environment and competition*)
15. Business communication: Writing a SWOT analysis
16. Different types of businesses (*sole traders, partnerships, MNC etc*)
17. Products, services and branding (*product portfolio, product development, product lifecycle*)
18. Liquidity management (*cash flow issues and solutions*)
19. Employee relations and employee engagement (*motivation and HRM*)
20. Marketing communication as a strategic function (*Promotion*)
21. Managing local practices in global contexts (*globalisation*)
22. Creating an ethical organisation (*business ethics*)
23. Influences on corporate governance (*stakeholder vs shareholder approaches*)
24. Strategic view of performance (*market vs product orientation*)