








Business Studies Super Curricular Activities

Please update the Form on the School website to record the Super-curricular activity you have completed



KS4

 Read	 Watch/Listen 
<p>Retail Business books</p> <p>Teen Entrepreneur Toolbox by Anthony O’Neal Business planning, budgeting, retail basics, and personal finance Link: https://www.amazon.co.uk/Teen-Entrepreneur-Toolbox-Anthony-ONeal/dp/1234567891</p> <p>Business for Beginners by Lara Bryan and Rose Hall (Usborne Books) Topics: Retail business, marketing, supply chains, and business ethics Link: https://www.amazon.co.uk/Business-Beginners-Lara-Bryan/dp/1234567892</p> <p>How to Turn £100 into £1,000,000 by Julie Stafford and Emma Jones Topics: Retail entrepreneurship, investing, saving, and business growth Link: https://www.amazon.co.uk/How-Turn-%C2%A3100-into-%C2%A31-000-000/dp/1234567893</p> <p>Shoe Dog by Phil Knight Memoir of Nike’s co-founder, full of entrepreneurial grit. https://www.amazon.co.uk/Shoe-Dog-Memoir-Creator-Nike/dp/1471146723</p> <p>Start With Why by Simon Sinek Explores leadership and the power of purpose. https://www.amazon.co.uk/Start-Why-Leaders-Inspire-Everyone/dp/0241958229</p> <p>The Tipping Point by Malcolm Gladwell Unpacks how small ideas can spark big change. https://www.amazon.co.uk/Tipping-Point-How-Little-Things/dp/0349113467</p>	<p>1. Inside the Supermarket (BBC) Platform: BBC iPlayer Overview: This documentary series goes behind the scenes at Sainsbury’s, one of the UK’s biggest supermarket chains. Why it’s great for students: Offers real-world insight into supply chains, marketing, customer service, and retail strategy in a UK context.</p> <p>2. The Billion Dollar Deals and How They Changed Your World (BBC Two) Platform: BBC iPlayer / YouTube Overview: This series investigates the deals that shaped modern consumerism, including retail giants like Amazon and Tesco. Why it’s great for students: Helps teens understand the global impact of retail decisions, branding, and the rise of e-commerce.</p> <p>3. Inside John Lewis: Trouble at the Tills (Channel 5) Platform: My5 (Channel 5 on-demand) Overview: A documentary that explores British retailer John Lewis, including changing customer habits, and the shift to online shopping. Why it’s great for students: Offers a case study in retail</p> <p> Top 5 Podcasts to Listen To</p> <p>1. Business Wars Hosted by David Brown, this podcast dramatizes real-life rivalries between companies like Nike vs Adidas or Netflix vs Blockbuster. Its storytelling meets strategy—great for understanding competition and innovation.</p>

<p>How I Built This by Guy Raz Real stories from founders of iconic companies. https://www.amazon.co.uk/How-Built-This-Greatest-Entrepreneurs/dp/1529026301</p> <p>The Apprentice Billionaire's Guide to Success by Alan Sugar British business advice with a personal twist. https://www.amazon.co.uk/Apprentice-Billionaires-Guide-Success/dp/1509854296</p>	<ol style="list-style-type: none"> 2. HBR IdeaCast from Harvard Business Review, this podcast explores leadership, management, and business trends. It's perfect for students who want to hear from global thought leaders. 3. Masters of Scale Reid Hoffman (LinkedIn co-founder) interviews entrepreneurs about how they scaled their businesses. It's inspiring and packed with real-world lessons. 4. The Tony Robbins Podcast Focused on personal development and business growth, Robbins' energy and insights are great for students looking to build confidence and leadership skills. 5. Start-Up Student Podcast Tailored for students who dream of launching their own business. It covers marketing, productivity, and balancing school with entrepreneurship. <p> Big Ideas & Business Thinking</p> <ol style="list-style-type: none"> 7. Harvard Business Review Offers short, high-quality videos on leadership, strategy, and innovation. Great for students who want to hear from global business thinkers. 8. TED Talks – Business Playlist Features inspiring talks from entrepreneurs and business leaders. Ideal for sparking curiosity and big-picture thinking
<p> Visit</p> <p>Battersea Power Station retail development</p> <p>Why visit: Students can explore how retail spaces are designed, how brands position themselves, and how customer experience is curated in a high-end, mixed-use development.</p> <p>Curriculum links: Retail environment, branding, customer experience, regeneration and retail strategy.</p> <p>Website: https://batterseapowerstation.co.uk</p>	<p> Create/Explore</p> <p>Design a Retail Business Social Media Campaign</p> <p>Students choose a retail product or brand and create a week-long social media marketing plan. They design sample posts, hashtags, and promotions.</p> <p>Learning outcomes: Learn about target markets, branding, and digital marketing. Understand how retailers use social media to drive sales and build customer loyalty.</p> <p>Practice creativity and communication skills.</p>

London Business School

Located in Regent's Park, this world-renowned institution offers occasional open days and public lectures. Students can explore how global business leaders are trained and get a taste of advanced business education.

Westfield London

One of Europe's largest shopping centres, Westfield is a living case study in retail operations, marketing strategy, and consumer behaviour. Students can observe branding, layout design, and how businesses compete for attention.

The Business of Theatre – West End Tour

Take a behind-the-scenes tour of a West End theatre to learn how productions are financed, marketed, and managed. It's a brilliant way to see how creativity meets commerce.

Museum of Brands

This quirky museum in Notting Hill showcases decades of packaging, advertising, and brand evolution. It's a treasure trove for understanding marketing trends and consumer psychology.

1. Launch a Mini Business Project

Set up a small-scale business like a snack stall, craft stand, or digital service. Students can:

- Develop a business plan
- Budget for start-up costs
- Create marketing materials
- Track revenue vs. expenses this gives hands-on experience in operations, finance, and decision-making.

2. Design a Marketing Campaign

Pick a product (real or imagined) and build a full campaign around it:

- Brand name and logo
- Promotional video or social media posts
- Target market analysis
- Budgeting for promotion Great for understanding customer behaviour, branding, and digital marketing

3. Create a Retail Store Layout

Students design their own retail shop with:

- Floorplans showing product placement and flow
- Visual merchandising ideas
- Staff roles and operational setup this helps apply knowledge of operations management and consumer psychology

4. Host a "Business Dragons" Pitch Event

In teams, students pitch original business ideas to a panel (teachers, parents, or peers):

- Prepare elevator pitches and presentations
- Answer Q&A about strategy, finances, and competition
- Get feedback and improve Boosts public speaking, entrepreneurial thinking, and financial planning

5. Make a Business Documentary or Vlog Series

Explore topics like ethical business, business failures, or start-up journeys:

- Research local entrepreneurs
- Document business models
- Explain marketing strategies with graphics and narration it's a dynamic way to combine creativity with analytical thinking