

Welcome! We're excited for you to begin your Business course with us this September.

Whether you're preparing to enter the world of business, progress to an apprenticeship, or continue into higher-level study, this programme will help you build strong, industry-relevant knowledge and skills. Throughout the course, you'll explore key business functions including marketing, finance, human resources, law, event management, and business decision-making.

To help you get ahead and begin developing your understanding of the business environment, we've put together a set of resources, websites, and research topics you can explore over the summer.

Key Business bodies to research:

These organisations offer excellent insights into professional standards, policy, and industry expectations:

📄 **CIPD (Chartered Institute of Personnel and Development)**

Focus: Human Resources, people management

www.cipd.co.uk

📄 **CMI (Chartered Management Institute)**

Focus: Leadership, management skills, professional development

www.managers.org.uk

📄 **IoD (Institute of Directors)**

Focus: Business leadership, governance, UK business issues

www.iod.com

📄 **FSB (Federation of Small Businesses)**

Focus: Supporting SMEs, entrepreneurship, UK business regulation

www.fsb.org.uk

📄 **ASA (Advertising Standards Authority)**

Focus: Marketing regulation and advertising ethics

www.asa.org.uk

Recommended Business news sources:

Staying informed is essential for your coursework and assessments:

- **BBC Business** – UK and global business news
www.bbc.co.uk/news/business
- **Financial Times (FT Business)** – In-depth analysis of markets, companies, and industry
www.ft.com/business
- **Harvard Business Review UK** – Articles on leadership, strategy, and business innovation
hbr.org
- **The Guardian – Business Section** – Current UK economic and business developments
www.theguardian.com/uk/business

Bonus: Explore UK corporate governance, employment law, and consumer rights at www.gov.uk/business

Recommended Business podcasts:

Perfect for building your commercial awareness:

- **The Diary of a CEO (Steven Bartlett)**
Inspiring interviews with business leaders, founders, and innovators.
 Listen online
- **Business Daily (BBC World Service)**
Short episodes exploring global business trends and real-world case studies.
 Listen online
- **The High Performance Podcast**
Conversations on mindset, performance, leadership, and personal growth.
 Listen online
- **Eat Sleep Work Repeat (Bruce Daisley)**
Focuses on workplace culture, wellbeing, and productivity.
 Listen online

Useful Frameworks & Concepts to Explore:

Marketing:

- 7Ps of Marketing
- STP (Segmentation–Targeting–Positioning)

Finance:

- Break-even analysis
- Cash-flow forecasting
- Budgeting

Human Resources:

- Maslow’s Hierarchy of Needs
- Herzberg’s Two-Factor Theory
- Taylor’s Scientific Management

Suggested Summer Preparation Tasks:

1. Research a business of your choice—mission, target market, competitors, marketing tactics.
2. Track weekly business news and summarise one story each week.
3. Explore a future career pathway (e.g., marketing, HR, finance, entrepreneurship).
4. Prepare a list of skills you want to develop, such as communication, teamwork, numeracy, and digital skills.