

# 'The Aspiring Business Scholar' **KS4/5**



**CHELTENHAM  
BOURNSIDE  
SCHOOL**

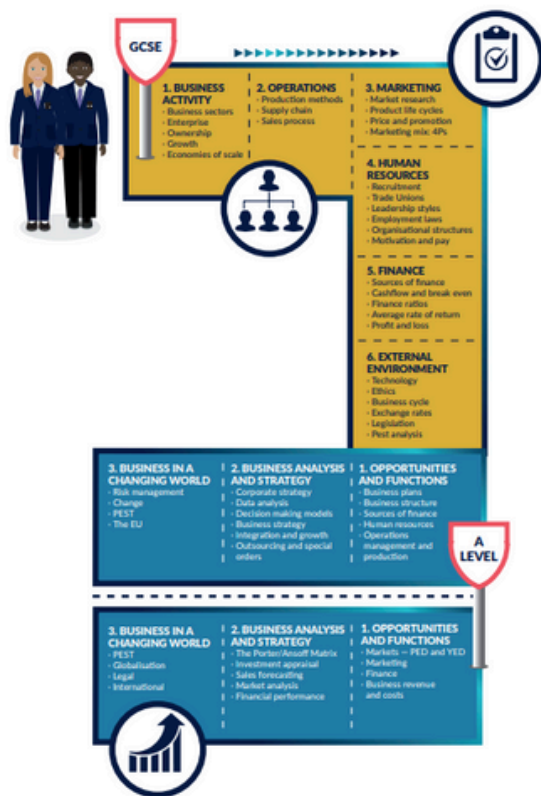


**Inspiring lives through learning**

# 'The Aspiring Business Scholar'



## BUSINESS



# 'The Aspiring Business Scholar'



Welcome to the Aspiring Business Scholar programme!

Whether you're starting out at GCSE or pushing forward with A-Level Business, this page is designed to inspire and challenge you beyond the classroom.

Business is everywhere – from the decisions made by global brands to the entrepreneurial spark of a start-up – and your curiosity, passion and ambition can take you far.

In Business and Economics, we want to develop independent thinkers who understand how the world works, ask questions, and explore real-life contexts. Whether you're reading a thought-provoking book, listening to expert insights, or taking part in a competition, everything here is designed to help you go further and aim higher.

Use this page to discover new ideas, challenge your understanding and explore the world of business from different angles. There's something for everyone – whatever your goals or starting point.

We encourage you to take part in competitions, engage with current affairs and seize opportunities like work experience and events that will shape your future.

Stay curious, think big – and enjoy the journey.

**Mrs Dennis**

Head of Business Studies and Economics

# Reading list



## **The Undercover Economist - Tim Harford**

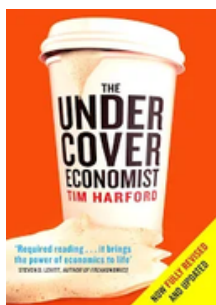
Who really makes money from fair trade coffee? Why is it impossible to buy a decent second hand car? How do the Mafia make money from laundries when street gangs pushing drugs don't? Who really benefits from immigration? Looking at familiar situations in unfamiliar ways, *The Undercover Economist* is a fresh explanation of the fundamental principles of the modern economy, illuminated by examples from the booming skyscrapers of Shanghai to the sleepy canals of Bruges.

## **Shoe Dog - Phil Knight**

Nike Founders memoir rich with insight, humour and hard-won wisdom, this book is also studded with lessons - about building something from scratch, overcoming adversity, and ultimately leaving your mark on the world.

## **The Infinite Game - Simon Sinek**

In *The Infinite Game*, Sinek applies game theory to explore how great businesses achieve long-lasting success. He finds that building long-term value and healthy, enduring growth - that playing the infinite game - is the only thing that matters to your business.





# Competitions



## Peter Jones Foundation Tycoon Competition

Start-up business competition for young entrepreneurs.

Students across the UK are given the opportunity to work in teams to develop and run a business through the support of the Foundation.



## BASE National Accounting Competition (ICAEW)

The BASE Competition is ICAEW's annual business and accounting competition. In teams of four you will compete against students from other schools and college.

- In your teams, you will take part in an online game and video presentation
- You'll learn what it's like to be a chartered accountant and will also put your business acumen, problem-solving, communication, decision making and team working skills to the test.
- The chance to win amazing prizes including iPads, employer experience days and cash for your school.



Entering the BASE competition is a great way to give your CV or UCAS personal statement a boost too!



**Young  
Enterprise**

Member of JA Worldwide

## **Gloucestershire Young Entrepreneurs Competition**

Local initiative to pitch business ideas with prizes and mentoring.

# Competitions



## Gloucestershire Enterprise Ltd

Enterprise and small business support programmes.

**GEL Training**



**Gloucestershire**  
COUNTY COUNCIL

## Gloucestershire County Council

Business Admin Work Experience.

Gain real-world experience. Whether you're a student exploring future career paths, someone looking to change direction, or simply curious about how local government works, we're delighted you're considering a placement with us.



## GFirst LEP Events

Local business events and workshops for young people.

## Superdry HQ (Cheltenham)

Fashion retail and brand management experience.

**SUPERDRY® 冒險魂**



## Renishaw Engineering

Business/Marketing placements.  
Stonehouse HQ

# Listen and Watch



## Podcasts



### **BBC Radio 4 – The Bottom Line**

Interviews with the business leaders on Strategy, growth and innovation.



### **The Diary of a CEO (Steven Bartlett)**

Raw honest business interviews with entrepreneurs and leaders.



### **Planet Money (NPR)**

Explains economic and business concepts through storytelling



### **Business Wars (Wondery)**

Dramatic series covering rivalries like Nike Vs Adidas or Netflix Vs Blockbuster.

# Listen and Watch



## Films/YouTube/TV



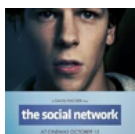
### **Dragons' Den** (BBC iPlayer & YouTube)

Budding Entrepreneurs pitch business ideas to investors  
- great for understanding marketing, finance, pitching and entrepreneurship in action,



### **Inside the factory** (BBCiPlayer & Youtube)

Fascinating insight into large scale production processes and operations management - ideal for understanding logistics, efficiency and supply chains.



### **The Social Network** (Film)

A dramatic retelling of how Facebook was created.  
Explores entrepreneurship, intellectual property, growth and conflict - perfect for business ethics and strategy.



### **The Apprentice** (BBCiPlayer)

Boardrooms and bust-ups in Britain's toughest job interview. Who's all talk and who can deliver?



### **Super Rich and Us** (BBC Documentary)

In this two part series, Jacques Peretti investigates how the super-rich are transforming Britain

# Listen and Watch



## Social media

**@businessinsider** (Instagram/TikTok)

Real-time business news and insights.

**@thefinancialdiet** (YouTube/Instagram)

Practical financial tips and career advice.

**@steven** (TikTok)

Steven Bartlett shares business and personal growth tips.

**@elonmusk** (Twitter/X)

Insight into tech, leadership and entrepreneurship.

**@BBCBusiness** (Twitter/Instagram)

News and current events in business.

**@duolingo** (TikTok)

A brilliant case study of brand personality and marketing.

**@foundr** (Instagram)

Entrepreneurial quotes, case studies, and business ideas.

**@simon\_sinek** (LinkedIn/Instagram)

Leadership and motivation content.

# Work Experience and Events



Work experience is vital in helping students apply theory to practice and understand business environments. Whether it's shadowing a manager in a local firm, helping with marketing at a small business, or volunteering at an event, these opportunities build confidence, employability skills and insights into business operations.

KS4 and KS5 students should be encouraged to take part in meaningful placements, ask questions, and reflect on what they've learned.

Business is all about people, purpose, and planning – and real-world experience brings this to life.

# Work Experience and Events



## **Early Career opportunities | Kohler Mira**

Business and Engineering work experience opportunities. Gain an insight into a variety of departments, from New Product Development and Manufacturing to Marketing and Customer Service.



## **Work Experience | Gloucester County Council**

Provides opportunities for young people to find out what its like to work in the council - Business and Marketing placements available.



## **Heathrow Business | Springpod**

Prepare your business career for a smooth take-off with this work experience programme, in partnership with Heathrow.



## **Work Experience/Placements | Go Volunteer Glos**

Come and find out what it's like to work at a charity, whether that be as a youth worker, administrator or shop manager there are lots of ways to get involved.



## **Social Media Marketing | Springpod**

Ever bought or wanted to buy something because you saw it on TikTok or Instagram? Discover the wide variety of careers that go into making this happen.



## **Charity Retail Volunteering Opportunities | Barnardo's**

Do you enjoy fashion, retail, or want experience in customer service?



breakfast lectures



The Careers Team at Bournside deliver regular Inspire Breakfast Lectures. Open to students in Year 10 - 13, these business-focused breakfasts invite speakers from all corners of industry to share their professional experiences and valuable insights with Bournside students over breakfast; opening our eyes to the opportunities available across many industry sectors.

**Take a look at upcoming speakers and reserve your space here.**

