



## Business Courses: Culture Vulture Recommendations

Part of Business Studies is looking at the **marketing** businesses use, how much do you know already?

Follow the link below to identify the business from their logo and their slogan

<https://www.jetpunk.com/tags/LOGO>

<https://www.playbuzz.com/bennistonmatthews10/can-you-guess-the-correct-brand-slogan>

Another part of business is coming up with an idea and raising the **finance** to do it. Have you seen Dragons' Den? Follow the link to find out the most successful products – see if you can find an update about how they are doing now.

<https://www.digitalspy.com/tv/reality-tv/a824197/dragons-den-products-inventions/>

Who are the richest companies in the world and what do they do?

How many have you heard of?

<https://fxssi.com/top-10-most-valuable-companies-in-the-world>

Take a tour round a Toyota factory, **production** is a key part of business.

<https://www.youtube.com/watch?v=bvqDVjk56E>

Test your current business knowledge

<https://www.tutor2u.net/business/blog/the-biz-quiz-27-march-2020>



### Coronavirus 19 and Business Studies

**The current epidemic is having a significant impact on business; some are doing well, some not so.**

Click on the image to find out how Tesco were more prepared for the current situation than other supermarkets

<https://www.theguardian.com/business/2020/may/03/how-tesco-doomsday-exercise-helped-it-cope-with-the-coronavirus>

Follow the link here to find out what businesses/industries are really struggling. There is a research activity at the bottom – no need to do it but if you were in charge at JLR what would you do?

<https://www.tutor2u.net/business/blog/coronavirus-and-cash-flow>

Who are looking after their employees in these strange times and who is not? Will you still buy from these companies or not?

[https://www.ethicalconsumer.org/retailers/ten-companies-avoid-over-their-response-covid-19?utm\\_source=ECRA+Monthly+Newsletter&utm\\_campaign=fdd86fdd5c-EMAIL\\_CAMPAIGN\\_2020\\_04\\_23\\_01\\_04&utm\\_medium=email&utm\\_term=0\\_9856040c29-fdd86fdd5c-321239719](https://www.ethicalconsumer.org/retailers/ten-companies-avoid-over-their-response-covid-19?utm_source=ECRA+Monthly+Newsletter&utm_campaign=fdd86fdd5c-EMAIL_CAMPAIGN_2020_04_23_01_04&utm_medium=email&utm_term=0_9856040c29-fdd86fdd5c-321239719)



### Programmes to watch

<p><b>Business Investigations:</b> Amazon is like gold dust for business students! How much do you know?</p>	<p><a href="https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us">https://www.bbc.co.uk/iplayer/episode/m000fjdz/panorama-amazon-what-they-know-about-us</a></p> <p><a href="http://www.channel4.com/prprogrammes/dispatches/ondemand/69947-001">www.channel4.com/prprogrammes/dispatches/ondemand/69947-001</a></p>
<p><b>Business Investigations:</b> Dirty Money (Season 1) – Find out all about the VW scandal.</p>	<p>Netflix</p>
<p><b>Films:</b> Fancy some popcorn? Then why not watch a film, consider Steve Jobs, Erin Brockovich, Moneyball, The Little Pink House, Enron: The Smartest Guys in the Room, Super Size Me, The Wolf of Wall Street, Founder, The Social Network, Wall Street</p>	<p>Sky Movies, Amazon Prime, Netflix</p>
<p><b>TV Series:</b> There are lots of these profiling businesses we use everyday</p>	<p>Food Unwrapped (Channel 4) OR Inside the Factory (BBCiplayer) OR Hotel Inspector (Channel 5 on demand)</p>
<p><b>Fancy being an entrepreneur or a business leader ?</b> You might want to watch The Apprentice or Dragons Den to see if you have what it takes. Undercover boss is also another option</p>	<p>BBC iplayer</p> <p>Channel 4 on demand</p>

### What is happening today?



You can keep up to date with business news by accessing BBC news or one of the main newspapers, find out what is current now:

<https://www.independent.co.uk/news/business>

<https://www.theguardian.com/uk/business>

<https://www.telegraph.co.uk/business/>

<https://www.bbc.co.uk/news/business>