



A Level Business - Super Curriculum



Reading Tasks

The Business Book (Big Ideas) DK	Alan Sugar, What you see is what you get.	Finding My Virginity , Richard Branson	How to Win Friends and Influence People by Dale Carnegie
The \$100 Startup – Chris Guillebeau	Rich Dad Poor Dad – Robert Kiyosaki	The Art of Strategy – Avinash K. Dixit & Barry J. Nalebuff	Understanding Business – William Nickels, James McHugh, Susan McHugh

Watching Tasks

The Big Short (2015)	Dirty Money - Netflix	The Apprentice - BBC	Dragons Den – BBC2
The Social Network (2010)	Inside Bill's Brain - Netflix	Moneyball (2011)	WeCrashed

Listening Tasks

The Diary of a CEO Podcast	How I Built This (NPR)	The Smart Passive Income Podcast	Business Wars Podcast
We Study Billionaires Podcast	Planet Money (NPR)	Masters of Scale	The Tim Ferriss Show

Trips/Visits

Bank Of England Museum, London	Museum of Brands and Branding, London	The British Library Business & IP Centre	Silicon Roundabout (Old Street & Shoreditch)
Eventbrite – Academic talks, University open days, workshops and networking events	Covent Garden & Borough Market	Google Campus London (Check for events)	Canary Wharf

Creative Tasks

Plan a Social Enterprise – Design a business that tackles social or environmental issues.	Invent a New Product & Pitch It – Develop a product idea, create a pitch deck, and present it to friends or family.	Logo Design Challenge – Redesign the logo of an existing company and explain your reasoning.	Design a Marketing Strategy – Pick a real brand and create a plan to boost their sales.
Dragon's Den-Style Pitch Competition – Compete with friends to pitch the best startup idea.	Mystery Shopper Experience – Visit different stores and compare customer service, pricing, and layout strategies.	Interview a Local Business Owner – Learn real-world business strategies and challenges.	Write a Business Blog or Newsletter – Share insights about entrepreneurship, finance, or marketing.