

PREPARING FOR BUSINESS AND ECONOMICS AT UNIVERSITY



THE DEFINITIVE GUIDE

ST PETER'S SCHOOL, YORK

INTRODUCTION

With the conclusion of A Level studies, it is important that you now begin to think about the exciting next step and prepare for undergraduate work. This booklet has been put together to provide a range of tasks which you should complete over the first half of the summer term. With pupils having applied for such a range of undergraduate courses, you should feel free to tweak the instructions, where relevant, to apply to your personal area of interest and individual applications.

EXTENDED WRITING

Your first task is to complete AT LEAST one of the extended pieces of writing challenges (there are two geared towards Business and Management, and two focussed on Economics). Details are on the next few pages, if you want to do an EPQ / dissertation on another topic then please your teacher know and we can come up with an agreed title and proposal.

CONTINUING YOUR SCRAPBOOK

Your second task is to build up a comprehensive scrapbook in preparation for your course. This should really be an opportunity for you to extend your research and knowledge beyond the restrictions of A Level requirements, and into your chosen area of interest.

BUSINESS AND ECONOMICS AT HOME

Immerse yourself in your chosen area of interest - read, watch, listen, think! This section gives you a range of resources but is not an exhaustive list. You have moved from the broad range of GCSE, to the narrowed focus of A Level study to now moving to the depth of learning in your chosen areas of undergraduate study. Prepare well, there is so much that you can watch and read to further your knowledge and understanding!

Finally, there are plenty of MOOCs out there that you can search for. For those interested in the psychology / economics field, this [behavioural economics mooc](#) might be up your street. For this focussing on business and management, [this one from the University of Leeds](#) is a free one for starters, but again, take control of your learning and if there are some you find that are more suitable, then go for it!

EXTENDED WRITING TASK 1

Who benefits most from online retailing – consumers or retailers? (1500-2000 words)

In March 2020, as the Covid-19 crisis has become established in the UK and consumers have been forced to change their shopping habits, online supermarkets have been overwhelmed with people desperate to book a delivery of the goods that they need for daily life.

The change to online shopping in the UK was already well underway, and has been partly responsible for the closure or severe retrenchment of a large number of high street chains in 2019, from Debenhams to LK Bennett, and from Mothercare to Jamie Oliver's restaurant chains. You can find a more complete list of 2019's closures and bailouts here: <https://www.theguardian.com/business/2019/nov/06/high-street-crisis-big-names-job-losses-store-closures>

Statista is a database company that collates and reports on data collected by market and opinion research institutes and also data derived from the economic sector and official statistics. In May 2019, Statista found that online grocery shopping in the United Kingdom is the fastest growing purchase channel, both in terms of value and growth, according to retail analysts IGD. You can read some highlights of their report here: <https://www.statista.com/topics/3144/online-grocery-shopping-in-the-united-kingdom/>

The average value of weekly online sales in predominantly food stores more than doubled between 2010 and 2016, reaching 141.9 million British pounds in 2016. With the introduction of online grocery shopping, home delivery and click and collect in the nineties, the market was initially made up of the four major players on the British grocery scene: Sainsbury's, Asda, Morrisons and Tesco.

Since then, online grocery sales have skyrocketed, with the United Kingdom forecasted to become the second largest online grocery market worldwide after China by 2020. With the introduction of new players, such as purely online retailers Ocado and AmazonFresh, the online grocery market share has changed with Tesco, Asda and Ocado the leading online grocery retailers in terms of edible grocery sales.

Use these and other resources to research the market for online retailing in the UK, and to write a response to the question "Who benefits most from online retailing – consumers or retailers?". You might also find some of the resources from this search on the Tutor2u website helpful: <https://www.tutor2u.net/search?q=online+retailing>

Completed entries emailed to Mr White by 18th May

EXTENDED WRITING TASK 2

[FULL ENTRY DETAILS CAN BE FOUND HERE](#)

Royal Economic Society in association with the Financial Times Young Economist of the Year Essay Competition

The Royal Economic Society invites Year 12 and 13 students to write an essay of up to 1,500 words on one of the following topics:

1. "A Mansion Tax is an idea whose time has come." Discuss.
2. Will targets to bring greenhouse gas emissions in the UK to net zero by 2050 be a drag on economic growth?
3. "The gig economy is a great opportunity to increase women's participation in the labour market by allowing more flexibility." Discuss.
4. Given the concentration of high-value economic sectors in big cities, is a promise to significantly reduce regional inequalities by 'levelling up' possible to fulfil?
5. From an economic point of view, are rules limiting the transfer of data to other countries on privacy or security grounds any different from protectionism in the trade of goods?

Prizes

Best overall essay - £1000

Best essay on each topic - £200 each (x5)

Opportunity to be published by Financial Times

Competition deadline: 27 July 2020

Please submit via the RES website in Word or PDF format only

RES.org.uk/essaycompetition.html



EXTENDED WRITING TASK 3

[FULL DETAILS CAN BE FOUND HERE](#)



IEA Sixth Form Essay Competition 2020 The Dorian Fisher Memorial Prize

We are delighted to announce this year's competition for A- Level and IB students, with a 1st prize of £500 and £250 each for three runners up. There is also a prize of £500 for the school with the highest number of entrants. The top 20 entries will all be invited to a special one-day event at the IEA in the Autumn term. The competition is open to students studying International Baccalaureate or A Level. Entries should be submitted by email to essayprize@iea.org.uk. The final deadline for this year's competition is **Friday 24th July 2020**.

The prize for this competition is named after Dorian Fisher, the wife of Sir Antony Fisher, founder of the IEA, who was a long-time supporter of the Institute and its work.

Entries to the competition should contain the following three pieces of work:

1. A short essay, of roughly 1,200 words, on one of the following questions:

- (a) Why do economists focus more on individual choices and interactions between individuals, and less on collective action?*
- (b) "Cities and their connections, rather than nations, are now the key units of the world economy". Is this true and if so what are the implications?*
- (c) What exactly is economic growth and why do some parts of the world grow more rapidly than others?*

2. A 500-word answer to one of the following three questions:

- (a) What does the concept of rationality mean in economics?*
- (b) What do economists mean by scarcity and why is that idea so central in economics?*
- (c) Is there anything that cannot be given an economic value?*

3. A 500-word answer to the following question.

Identify an area of economics that you think should be given more attention in the A-Level or IB syllabus and say why this is so.

Anyone wishing to enter the competition should feel free to contact the IEA for guidance about selected reading by sending an email to sdavies@iea.org.uk. The email should have "essay prize" in the subject line.

EXTENDED WRITING TASK 4

[FULL DETAILS CAN BE FOUND HERE](#)

SUSTAINABLE SUCCESS COMPETITION 2020

THINK
BELIEVE
ACT

All you need to do is to write no less than 500 and no more than 2,000 words, addressing the following challenge:

"It's a special person - and personality - who can lead a start-up to soaring success and sustain that success for the long term. Apple co-founder Steve Jobs and Facebook's Mark Zuckerberg are star examples." Marcus Buckingham

Using your own thoughts, ideas and experience:

- *what do you believe are the qualities of a leader that is able to lead a company not only to short term success, but one that will be successful for many generations to come; and*
- *what areas in particular does that leader need to focus on to ensure that enduring and long-lasting success?*

FIRST PRIZE: £1,000, Presented at the UK Company Programme Final
SECOND PRIZE: £500, Presented at the UK Company Programme Final
THIRD PRIZE: £250, Presented at the UK Company Programme Final

Open to all students between 14-18 years (as at 31st August 2020).

For full details on how to enter, including full terms and conditions, go to

<https://www.young-enterprise.org.uk/telos-sustainable-success-competition-2019/>

Closing date: 9am 18th May 2020



Good Luck!

TELOS
PARTNERS

CONTINUING YOUR SCRAPBOOK

Across your A Level studies, we have often had ‘scrapbook’ lessons and you all know the importance of immersing yourself in the world around you. Presumably you have chosen to further your studies in the field of business and economics because you are genuinely interested and now is your opportunity to take that interest further. Please no longer feel restricted by the A Level content or the topics we might have been studying at that time in the classroom, this is now an opportunity to take control of your own learning, so take those scrapbooks / create new ones and go explore!

Please use the print or online versions of decent broadsheet newspapers but in addition:

[BBC News / economics](#) and business

An excellent starting point for up to date articles on UK and world events. Get to know your way around the different areas of the business and economic sections.

[Economic Review](#) - a superb magazine produced every quarter covering key events in economics (this link should give you the St Peter’s access to other subject magazines as well)

[Financial Times](#) - if pupils create a personal account through our free school <https://www.ft.com/> access, they will be able to read articles from home.

[London Review of Books](#)

Username: librarian@stpetersyork.org.uk

Password: library1

[The Conversation](#) useful journalistic website producing articles from academics and specialists, summarising key points in short but insightful articles.

The [World Today](#) has been made free until the end of September

To access

1. Select the “library card” option in the top right-hand corner.
2. Enter 257316

Mrs Wong will be a great source of support for online learning during your Sixth Form and whilst we’re away from school, you can find all of our temporary resources here: <https://ifawkes.fireflycloud.net/library/remote-learning> and our permanent resources here: <https://ifawkes.fireflycloud.net/library/usefulonline-resources>.

BUSINESS / ECONOMICS AT HOME – READING

See if you can enquire about recommended reading for your course, many lists should already be publicly available, for example the module for business start ups (from Business Management at Leeds University), offers [these suggestions](#), whilst Economics at Warwick offers [these suggestions](#).

If you can't find the recommended reading lists then use your initiative - email course tutors or general admissions to your preferred institution. Try www.thestudentroom.co.uk or ask any OPs for recommendations.

Finally, don't forget our dept reading list is available on the [department area of ifawkes](#), target a few books over the summer term (and beyond), don't forget to write mini reviews and analysis in your scrapbook.



BUSINESS / ECONOMICS AT HOME - TV + ONLINE

Films

The Founder
Moneyball
The Big Short
The Wolf of Wall Street
The Social Network
Margin Call
Wall Street
Inside Job
Freakonomics
Inequality for all

Netflix

Betting on zero
Dirty Money
The Pit
The Great Hack
Inside Bill's Brain
I am not your guru
The smartest guys in the room

Documentaries

[BBC Panorama Amazon The Truth Behind the Click](#)

[Inside Rolls Royce Ch4](#)

[Inside Jaguar Making a Million Pound Car Ch4](#)

[Undercover Boss – Carluccios](#)

[Undercover Boss – Poundworld](#)

[Inside Nandos Ch5](#)

[Inside Harrods](#)

[Inside Cadbury](#)

[The World's Most Luxurious Airline](#)

[The Million Pound Holiday Club](#)

[The Job Interview](#)

[The Secrets of Amazon](#)

[Britain's New Build Scandal](#)

[Undercover: Britain's Cheap Clothes](#)

TV / BBC iplayer / C4 on demand

Dragons Den

The Apprentice

Spying on the scammers

Can we trust Huawei?

The truth about Starbucks and Nespresso

The secrets of Amazon

How to lose seven billion pounds

BUSINESS / ECONOMICS AT HOME - PODCASTS

The Business as Usual podcast is an excellent starting point for those applying to business / management courses - their recent [HRM podcast on the issue of furloughing](#) is a very relevant listen.

Economics in Ten Podcast (search for this under apple / google store etc) - this is your go-to podcast if you want to learn about the lives, times and ideas of the world's greatest economic thinkers. Each episode is a fun exploration of a famous economist using ten different questions.

[Freakonomics Radio](#) - one of the leading economics books of the last decade comes to radio

[Planet Money](#) - the economy explained

[IMF Podcast](#) - latest updates from the International Monetary Fund

[The World Bank Podcast](#) - specific focus on issues in developing economies

[Economics TED Talks](#) - a large range of videos covering all sorts of economic issues