



Business

Essential Information

Exam Board: AQA

Specification Code: 7132

Teachers: Miss Foulds, Ms Crompton

Task to be completed:

Choose 2 of the following Assignments - Podcast vs articles review
Listen to the following podcasts and compare them with the articles given:

CASE STUDY 1 - Oprah Winfrey and Harpo Productions

Podcast: Listen to "[The Oprah Winfrey Show: The Podcast](#)" Episode: "[Oprah's Story](#)"

Reading: Read the article "[Oprah Winfrey's Lessons in Leadership](#)" on [Inc.](#)
[Oprah Winfrey Just Shared the Perfect Leadership Message for 2021](#). (It's Pure Emotional Intelligence) | Inc.com

Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Leadership Lessons: Identify and explain three leadership lessons from Oprah Winfrey.
3. Influence: Discuss how Oprah's leadership style has influenced her business success.

CASE STUDY 2 - Jeff Bezos and Amazon

Podcast: Listen to "Daily Stoic" Episode: "[Rise of Amazon and Leading With Empathy](#)"
[Search | Wonderly | Premium Podcasts](#)

Reading: Read the article "[The Secrets Behind Jeff Bezos's Success](#)" on [Forbes](#).
How Tech Won the Pandemic and Now May Never Lose - The New York Times (nytimes.com)

Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Key Strategies: Identify and explain three key strategies behind Jeff Bezos's success as discussed in the reading.
3. Impact Analysis: Discuss how Amazon's strategies impacted its growth during the pandemic.

CASE STUDY 1: Steve Jobs and Apple

Podcast: Listen to "[What you will learn](#)" Episode: "[Steve Jobs](#)"

Steve Jobs - What You Will Learn | Acast

Reading: Read the article "[The Real Leadership Lessons of Steve Jobs](#)" on Harvard Business Review.

Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Key Lessons: Identify and explain three key leadership lessons from Steve Jobs as discussed in the reading.
3. Reflection: How did Steve Jobs' leadership style contribute to Apple's success?

What else could I do to prepare?

Read

- The Business Blog Hub has many articles for you to dip into
- Make sure you are aware of current affairs in the news. Particularly looking at large global businesses

Watch

- Coca Cola's Dirty Secret - Dispatches on C4
- 24 hours in Tesco on Netflix
- Costco: vs The Supermarkets - Netflix
- Amazon - how do they really do it? on C5

Listen

- Diary of CEO podcast
- BBC Business Daily
- GirlBoss

All tasks to be handed in during the first lesson of the subject in September