

## Year 10 Business

[illegible]

<p><b>Enrichment</b></p>	<p><a href="https://www.youtube.com/watch?v=oE04ZQ6cu3E">https://www.youtube.com/watch?v=oE04ZQ6cu3E</a> - Understanding customer needs at Starbucks</p> <p><a href="https://www.youtube.com/watch?v=k4aTPgZY37I">https://www.youtube.com/watch?v=k4aTPgZY37I</a> - the journey of 6 real life entrepreneurs</p> <p><a href="https://www.youtube.com/watch?v=uQQZCvtR3WA">https://www.youtube.com/watch?v=uQQZCvtR3WA</a> - Market Segmentation in practice</p> <p><a href="https://www.youtube.com/watch?v=bplrEiKjnyE">https://www.youtube.com/watch?v=bplrEiKjnyE</a> - Primary market research in practice</p> <p><a href="https://www.youtube.com/watch?v=K3UaIQN_YXI">https://www.youtube.com/watch?v=K3UaIQN_YXI</a> - Secondary Market Research</p>	<p><a href="https://www.youtube.com/watch?v=kc-W2LWlb_0">https://www.youtube.com/watch?v=kc-W2LWlb_0</a> – Sole Traders, with real world examples</p> <p><a href="https://www.youtube.com/watch?v=u4K-TGnvamg">https://www.youtube.com/watch?v=u4K-TGnvamg</a> Partnerships, with real world examples</p> <p><a href="https://www.youtube.com/watch?v=UPGqMR28YLC">https://www.youtube.com/watch?v=UPGqMR28YLC</a> – Private Limited Company, with real world examples</p> <p><a href="https://www.youtube.com/watch?v=LOdlIDYDfws">https://www.youtube.com/watch?v=LOdlIDYDfws</a> – What is a franchise, with real world examples</p>	<p><a href="https://www.youtube.com/watch?v=hX-X4SndI2w">https://www.youtube.com/watch?v=hX-X4SndI2w</a> – the importance of marketing</p> <p><a href="https://www.youtube.com/watch?v=4TYWhZ3IFhc">https://www.youtube.com/watch?v=4TYWhZ3IFhc</a> The marketing mix of Apple</p> <p><a href="https://www.youtube.com/watch?v=tZGol4xtY3g">https://www.youtube.com/watch?v=tZGol4xtY3g</a> – The stakeholders of McDonalds</p>	<p><a href="https://www.youtube.com/watch?v=hHXlsJ2VQ7Q">https://www.youtube.com/watch?v=hHXlsJ2VQ7Q</a> – Recruitment and selection</p> <p><a href="https://www.youtube.com/watch?v=LCAAivdxVTU">https://www.youtube.com/watch?v=LCAAivdxVTU</a> – Organisational Structure</p> <p><a href="https://www.youtube.com/watch?v=9oHn4Y6HLg8">https://www.youtube.com/watch?v=9oHn4Y6HLg8</a> Financial and non financial motivation</p>	<p><a href="https://www.theguardian.com/money/2021/jun/21/working-from-home-has-its-benefits-for-employers">https://www.theguardian.com/money/2021/jun/21/working-from-home-has-its-benefits-for-employers</a> - benefits of working from home</p> <p><a href="https://www.theguardian.com/science/2021/jun/03/the-empty-office-what-we-lose-when-we-work-from-home">https://www.theguardian.com/science/2021/jun/03/the-empty-office-what-we-lose-when-we-work-from-home</a> - What we loose when we work from home</p>	<p><a href="https://www.weforum.org/agenda/2020/09/short-history-jobs-automation/">https://www.weforum.org/agenda/2020/09/short-history-jobs-automation/</a> - the impact of automation</p> <p><a href="https://www.standard.co.uk/business/uk-economy-historic-recessions-a4520961.html">https://www.standard.co.uk/business/uk-economy-historic-recessions-a4520961.html</a> - The UK recessions</p>
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