










<p>Enterprise & Marketing Summer Challenge</p> <p>For students going into Y11</p>	<p> Read</p> <p>Read the BBC news article on the boss who decided to pay everyone 70K.</p> <p>Article</p> <p>1</p>	<p> Listen</p> <p>Listen to the Podcast- Business of Music:</p> <p>Podcast</p> <p>2</p>	<p> Watch</p> <p>Watch Episode 1 of Tricky Business:</p> <p>Episode of Tricky Business</p> <p>3</p>
<p> Computing & Business</p> <p> Biddick Academy</p>	<p>Write a paragraph explaining whether you agree or disagree with this approach.</p> <p>Time: 30 minutes</p> <p>4</p>	<p>Answer the questions:</p> <ol style="list-style-type: none"> 1. What is a royalty in regards to the music industry? 2. How has the music industry changed over the last 10 years? 3. Why did the album industry collapse? 4. Why did Taylor Swift withdraw her music from Spotify? 5. Give three new facts you have learnt about the business of music. <p>5</p>	<p>Write an A4 information profile about Oli (the entrepreneur)</p> <p>You should include:</p> <ul style="list-style-type: none"> • About him as an entrepreneur • About his business • Risks he has taken and is going to take going into London. <p>Time: 1hr</p> <p>6</p>
<p> Complete</p> <p>Watch the following video about sources of Finance.</p> <p>Watch</p> <p>Then complete the worksheet – Challenge 7 on teams.</p> <p>Time: 2 hours</p> <p>7</p>	<p> Read</p> <p>Read the article and write a paragraph stating whether Burger King were being misleading or not.</p> <p>Burger King Article</p> <p>Time: 30 minutes</p> <p>8</p>	<p> Complete</p> <p>Research 5 businesses across different industries e.g. McDonalds and Odeon.</p> <p>Include key facts, news stories and a bit about their history.</p> <p>You should have 1 A4 page per business.</p> <p>Time: 2hrs</p> <p>9</p>	<p> Watch</p> <p>Business as usual Podcast</p> <p>Listen to the podcast from Business as usual- Make notes of the various topics</p> <p>Create a pro and con table of furloughing.</p> <p>Time: 40m</p> <p>10</p>

Prizes associated with the challenges upon your return to school

Reading associated Class chart points	Enterprise & Marketing stickers & sweeties	Stationery	Enterprise & Marketing themed book
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