

# Business A level

## SUMMER ASSIGNMENTS

### Welcome To Business!

Choose 2 or 3 of the following Assignments

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

### 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.
  - <https://hbr.org/2012/04/the-real-leadership-lessons-of-steve-jobs>

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?

### Case Study 2

#### Elon Musk and Tesla

Podcast:

- Listen to "The Joe Rogan Experience" Episode: "Elon Musk"
  - <https://www.youtube.com/watch?v=ycPr5-27vSI>

Reading:

- Read the article "Elon Musk's Best Productivity Secrets" on Inc.
  - [The Secret Behind Elon Musk's Productivity \(and How You Can Match His Level\) | Inc.com](#)

Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Productivity Secrets: Identify and explain three productivity secrets of Elon Musk as discussed in the reading.
3. Application: How can students apply these productivity secrets to their own studies?

## Case study 3

### Jeff Bezos and Amazon

#### Podcast:

- Listen to "Daily Stoic" Episode: " Rise of Amazon and Leading With Empathy "
  - [Search | Wondery | 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 4

### Sara Blakely and Spanx

#### Podcast:

- Listen to "How I Built This" Episode: "Spanx: Sara Blakely"
  - [How I Built This Podcast with Guy Raz: E1: Spanx: Sara Blakely \(wondery.com\)](#)

#### Reading:

- Read the article "Sara Blakely's Journey to Becoming a Billionaire" on Entrepreneur.
  - [How Sara Blakely Built a Billion-Dollar Business From Scratch | Entrepreneur](#)

#### Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Challenges and Solutions: Identify and explain three challenges Sara Blakely faced and how she overcame them.
3. Entrepreneurial Traits: Discuss the traits that made Sara Blakely a successful entrepreneur.

## Case Study 5

### Haim Saban and Power Rangers

#### Podcast:

- Listen to Power Rangers: Haim Saban
  - [How I Built This Podcast with Guy Raz: E115: Power Rangers: Haim Saban \(2017\) \(wondery.com\)](#)

#### Reading:

- Read the article "The Power Behind the Power Rangers" on Meium.
  - [The Power Behind the 'Power Rangers' — Haim Saban's Untold Story for Entrepreneurs | by Baran Serhat Özer | Medium](#)

#### Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Business Philosophy: Identify and explain three aspects of Haim Saban's business philosophy.
3. Innovation: Discuss how innovation played a role in the success of this businesses

# Case Study 6

## Lisa Price and Carols Daughter

### Podcast:

- Listen to "Breaking Barrier: "Lisa Price"
  - [Search | Wondery | Premium Podcasts](#)

### Reading:

- Read the article "How i did it" on Inc
  - [This Black Mom Launched, Grew, and Sold a Multimillion-Dollar Beauty Brand. Here's Her Advice for Startups Today | Inc.com](#)

### Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Business Philosophy: Identify and explain three aspects of Lisa Price's business philosophy.
3. Innovation: Discuss how innovation played a role in the success of the Carols Daughter.



# Case study 7

## Richard Branson and Virgin Group

### Podcast:

Listen to "The Tim Ferriss Show" Episode: "Sir Richard Branson"  
[Sir Richard Branson — The Billionaire Maverick of the Virgin Empire \(#272\) - The Blog of Author Tim Ferriss](#)

### Reading:

Read the article "How Richard Branson Built His Virgin Empire" on Investopedia.  
[How Did Richard Branson Make His Fortune? \(investopedia.com\)](#)

### Tasks:

1. Summary: Write a 200-word summary of the podcast episode.
2. Business Philosophy: Identify and explain three aspects of Richard Branson's business philosophy.
3. Innovation: Discuss how innovation played a role in the success of the Virgin Group.



# Case Study 8

## Oprah Winfrey and Harpo Productions

### Podcast:

- Listen to "The Oprah Winfrey Show: The Podcast" Episode: "Oprah's Story"
  - <https://www.oprah.com/app/the-oprah-winfrey-show-the-podcast.html>

### 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.

