BUSS4 Exam Coaching / Revision Workshop 2013

Resource Downloads

Workshop Presentations

Workshop Deck (Sessions 1-5)

Workshop booklet

Section A Toolkit Resources

Practice Essay Questions

Research Bullet Summary

Section A Mock Exam Questions:

Kodak
Steve Jobs
News of the World
Southwest Airlines
Barclays
Sony
Enron
Innovation
Ikea
Royal Mail
Lehman Brothers
Mittelstand Companies

Videos Used in the Workshop
Resource Downloads

Huawei

Starbucks Tax

Steve Ballmer (Microsoft) – I Love This Company

Enron (Smartest Guys in the Room)

Royal Mail – Two Sides of Change

Zappos Company Culture

10 minute Change Management Interviews

Archie Norman

Irene Rosenfeld (Kraft Foods)

Moya Greene (Royal Mail)

Other Useful Evidence Case Study Videos

Barclays Bonus Culture (BBC Panorama)

FT Business Culture Under Attack

GSK Culture (US Bribe Fine)

Culture at IKEA – Telegraph Visit

Inside Job (Lehman Brothers) Greed Culture

Kodak Winds of Change Video

Southwest Airlines – Herb Kelleher & Rapping Fight Attendant

Other Useful Resources for BUSS4

Working at IKEA
BUSS4 Exam Coaching / Revision Workshop 2013

Resource Downloads

BUSS4 Topic Tracker

BUSS4 Revision Presentations

BUSS4 Revision Quizzes

7 Point Scale for Perfect Paragraphs