

Year 11-12

Resources to help you prepare for IT, Computer Science & Business A Level

 Complete this course which provides an introduction to social media and marketing. <u>Create a social media and marketing campaign</u> Institute of Coding and the University of Leeds	 Listen to this radio programme about how the marketing industry uses our sense of guilt to influence what we buy. <u>Marketing: The Power of Shame</u> BBC Sounds	 Read this article about leadership skills and styles, plus advice on how to improve your own leadership. <u>Become a Leader</u> Future Learn	 Watch this talk which explores how targeting gender fails to drive businesses forward. <u>Why gender-based marketing is bad for business</u> TED Talk – Gaby Barrios	 Complete this course which is ideal for those who would like to set up a coding club for younger students. <u>Prepare to run a coding club</u> Code Club and Raspberry Pi
 Listen to this radio interview with software pioneer Dame Stephanie Shirley. <u>Life Scientific</u> BBC Sounds	 Read this article about whether students should learn how to code or not – start a debate with friends about whether you agree or disagree! <u>Teaching children coding is a waste of time</u> The Telegraph	 Watch this talk, also from Dame Stephanie Shirley, which explains how she set up an all-female software empire under the name 'Steve'. <u>Why do ambitious women have flat heads?</u> TED Talk – Dame Stephanie Shirley	 Complete this course which is ideal for those who want to learn the basics of filmmaking or those who want to set up a club. <u>Filmmaking and animation in the classroom</u> Into Film	 Watch this talk on the impact that artificial intelligence and robotics will have on jobs in the future. <u>The jobs we'll lose to machines - and the ones we won't</u> TED Talk – Anthony Goldbloom
 Watch this talk which explores some of the philosophical ideas surrounding artificial intelligence. <u>What happens when our computers are smarter than we are?</u> TED Talk – Nick Bostrom	 Listen to this radio programme which explores whether computers can beat humans at games. <u>Seriously...Game over humans</u> BBC Sounds	 Read this article about the future of teaching in the world of AI. <u>Intelligent machines will replace teachers in ten years</u> The Independent	 Watch this talk from a successful start-up founder, where he explains the surprising result of his research. <u>The single biggest reason why start-ups succeed</u> TED Talk – Bill Gross	 Complete this course which explores how the way we work will change in a world of automation. <u>The future of work - preparing for disruption</u> Open Learning Campus