
















# Year 11

Resources to help you prepare for IT, Computer Science or Business A Level – 20 points per box

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