

Fusion Education Ltd.



Prepare for the future with Fusion Education!

## **Introduction**

The process behind applying for either Oxford & Cambridge or LSE, UCL, KCL (G5 Universities) is difficult and very daunting. However, at Fusion Education Limited we will remove that angst and make the whole process simpler and streamlined with our dedicated G5 tuition package and team.

## **Fusion Education G5 Programme: How We Can Help You**

The Fusion Education G5 Programme will support you through the stages of the application process. You will meet with the Head of our Oxbridge team to discuss your application and work on your personal statement and interview technique. You will also meet with subject specialists who will be your Fusion Education G5 Tutor and guide you towards a deeper understanding of your subject and will suggest additional reading and development tasks. They will help you to prepare for admissions tests, if required, and for interviews. You will be given a number of formal practice interviews, which will get you used to dealing with tricky questions. We will also structure a 12 month long individual programme that will develop your knowledge, conceptual application of subject, analytical ability to disseminate information which is essential to the interview process and developing your persona statement.

### **Oxbridge advice:**

#### **Oxford and Cambridge: the similarities and differences**

The Universities of Oxford and Cambridge have a great deal in common, including their collegiate structure, personalised teaching methods and wealth of resources available to students. Oxford and Cambridge courses tend to be traditional academic courses, with a strong emphasis on personalised teaching. Formal assessment is often 100% based on examinations. Both universities are committed to recruiting the best and brightest students from all backgrounds. At Fusion Education we will be developing your skills and abilities through the year.

#### **Choosing between Oxford and Cambridge**

It is not possible to apply to both Oxford and Cambridge in the same admissions round, so you will have to choose one or the other. We will be offering you advice, identifying open days and discussing your requirements to help you choose the correct college and city. Both universities are world-renowned in teaching and research in both arts and science subjects, so the decision is largely an individual one.

Some courses are offered at one of the universities but not the other. We will check each institution's Undergraduate Prospectus/website for details of courses on offer. However, it is important to be aware that courses with a similar title at the two universities may be different in content. So we will ensure that the course details are best suited to you.

Cambridge: [www.cam.ac.uk/courses](http://www.cam.ac.uk/courses)

Oxford: [www.ox.ac.uk/courses](http://www.ox.ac.uk/courses)

## Choosing A Course

It may be clear from the start that you wish to study a certain course (e.g. Medicine), while it may take you a longer time to decide what to specialise in. This is perfectly normal, so we will help and guide you through this time and support you to research all your options carefully. We will carry out a strategic analysis of where your strengths lie, what you would find most interesting, and how different subjects link to possible careers. At Fusion Education we will look carefully at the full range of courses on offer at each university before helping you make your choice.

## Preparation, Advanced Reading and Podcast Listening

Throughout the 12-month Fusion Education G5 Programme we will be identifying specific topics, modules, assessments, reading and podcasts to download and listen too. Each University has a reading list for courses that you may wish to study. We will individually choose extended reading material for you based on your interests and relevance to the course that you wish to pursue. This is essential to showing the university tutors that you are committed to the course and how you are developing your knowledge to included topics beyond the syllabus that you are studying for your A-Levels.

### Organizational Economics, Business History & Strategy

Boyce, G., & Ville, S.P. (2002). *The Development of Modern Business*. Basingstoke: Palgrave.

Chandler A.D. (1990). *Scale and Scope: The Dynamics of Industrial Capitalism*. Boston: Harvard University Press.

Chandler, A.D. (1984). The emergence of managerial capitalism, *Business History Review*, Vol. 58, No. 4, pp. 473-503. Also in Granovetter, M. (ed.). *Sociology of Economic Life*. Oxford: Westview Press. pp. 131-157.

Hall, P., & Soskice, D. (eds.). (2001). *Varieties of Capitalism: Institutional Foundations of Comparative Advantage*. Cambridge University Press.

Kay, J. (1993). *Foundations of Corporate Success: How Business Strategies Add Value*. Oxford: Oxford University Press.

Pugh, Derek S., & Hickson, David J. (2007). *Great Writers on Organizations* (Third Edition). Ashgate Publishing.

Teece, D., Pisano, G., & Shuen, A. (1997). Dynamic capabilities and strategic management, *Strategic Management Journal*, Vol. 18, No. 7, pp. 509-533.

Whittington, R. (1993). *What is Strategy - and Does it Matter?* London: Routledge.

Williamson, O.E. (1981). The economics of organization: The transaction cost approach, *American Journal of Sociology*, Vol. 87, No. 3, pp. 548-577.

### Organizational Theory, Managers & Professions

Abbott, A. (1988) *The System of Professions: An Essay in the Division of Expert Labor*, Chicago: University of Chicago Press.

Hatch, M.J., & Cunliffe, A.L. (2007). *Organization Theory: Modern, Symbolic, and Postmodern Perspectives* (Second edition). Oxford.

Kuhn, T.S. (1970). *The Structure of Scientific Revolutions* (2<sup>nd</sup> ed.). University of Chicago Press.

Barney, J.B. (1986). Organizational culture: Can it be a source of sustained competitive advantage?, *Academy of Management Review*, Vol. 11, No. 3, pp. 656-665

Baron, David P. 2010. *Business and its Environment*. (Sixth edition). Pearson.

Bijker, W.E. (1995). *Of Bicycles, Bakelites, and Bulbs: Toward a Theory of Sociotechnical Change*. Cambridge MA: MIT Press.

Christensen, C. (1997). *The Innovator's Dilemma: When New Technologies Cause Great Firms To Fail*. Boston, MA: Harvard Business School Press.

Cusumano, M.A., Mylonadis, Y., & Rosenbloom, R.S. (1992). Strategic manoeuvring and mass-market dynamics: the Triumph of VHS over Beta, *Business History Review*, Vol. 66, No. 1, pp. 51-94.

Geroski, P.A. (2003.) *The Evolution of New Markets*. Oxford: Oxford University Press.

Goleman, D. (1998). What makes a leader?, *Harvard Business Review*, Nov/Dec, Vol. 76, No. 6, pp. 93-102.

Hargadon, A.B., & Douglas, Y. (2001). When innovation meets institutions: Edison and the design of the electric light, *Administrative Science Quarterly*, Vol. 46, No. 3, pp. 476-501.

Lukes, S. (1974). *Power: A Radical View*. Macmillan.

Pfeffer, J. (1981). *Power in Organizations*. Harper Business.

Utterback, J.M. (1994). *Mastering the Dynamics of Innovation: How Companies Can Seize Opportunities in the Face of Technological Change*. Boston MA: Harvard Business School Press.

### Marketing, Operations and Supply Chains

Brown, S, Blackmon, K, Maylor, H, & Cousins, P. 2001. *Operations Management: Policies, Practices and Performance*. Butterworth-Heinemann.

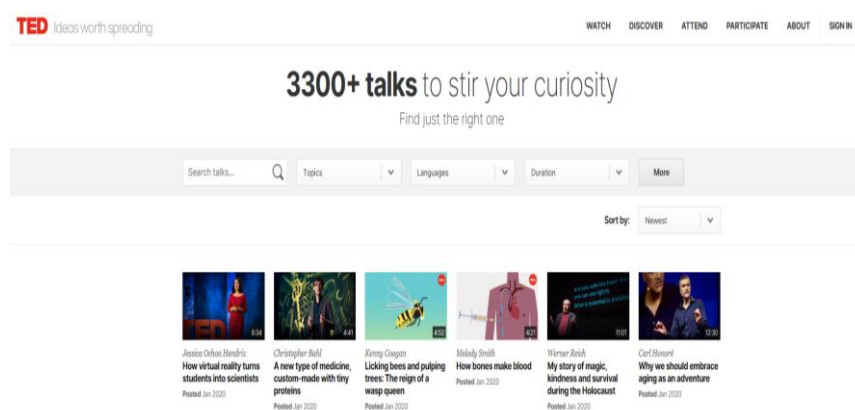
Helper, S., & Sako, M. (1995). Supplier relations in Japan and the United States, *Sloan Management Review*, Spring

The above reading list is for perspective candidates for Oxford University Economics and management programme. As can be seen above the list is very long and is only a suggestion, but we will help you choose the correct book and reading source to enable your development and strong application. When reading the material, it is essential to write down the key arguments contained within it, and your view of them (this is an important skill, and you can also use your notes to jog your memory about the books you've read when writing your personal statement and before interview). At Fusion Education we will provide you with the templates to use and keep a track of your progress through our dedicated G5 team. Our G5 tutors will also use the notes made to explore and discuss your views further. This will be in the same format that you may receive when being interviewed by the university tutors.

## Talks, Presentations and Debates

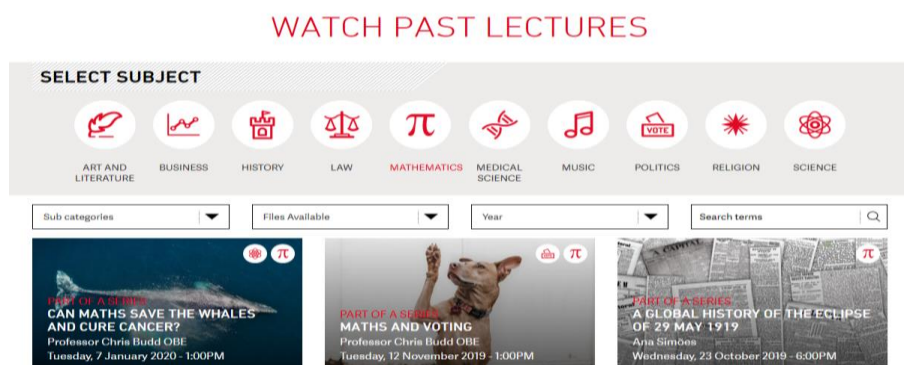
There is a whole range of information that has been presented by world leading experts that allows you to develop the importance of your chosen course and current stage of it. As part of the Fusion Education G5 Programme we will identify the talks, presentations, and debates to watch, use and take part in to ensure your G5 experience and ability is maximised. A selection of methods that we will use are shown below.

- a) **Ted Talks** - TED is a non-profit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages.



TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. It is these idealisms that as a G5 student you should be looking to achieve and convey in your personal statement. Why be the same as everyone else, be someone who can change the world, even just a little bit at a time. The TED talks will show you that change is possible, and you should be wanting to be at the forefront of it.

- b) **Gresham College** - Gresham College was founded in 1597 and has been providing free lectures within the City of London for over 400 years. The College was established out of the will of Sir Thomas Gresham, one of the most influential and important men across the Tudor and Elizabethan periods. Sir Thomas made himself indispensable as the financial agent for four successive monarchs from Henry VIII to Elizabeth I.



Today the College upholds its founding principle in maintaining the highest possible academic standards for all of our appointed Gresham Professors, Visiting Professors and visiting speakers. In recent years three additional Professorships have been added in Business, Environment and Information Technology. As part of Fusion Education's G5 Programme we will select the past lectures that are most appropriate and arrange for you to attend future suitable events. This will give you the insight into your chosen profession and opportunity to hear the current developments in your specialist field.

### Competitions, Projects, Reports and Assessments

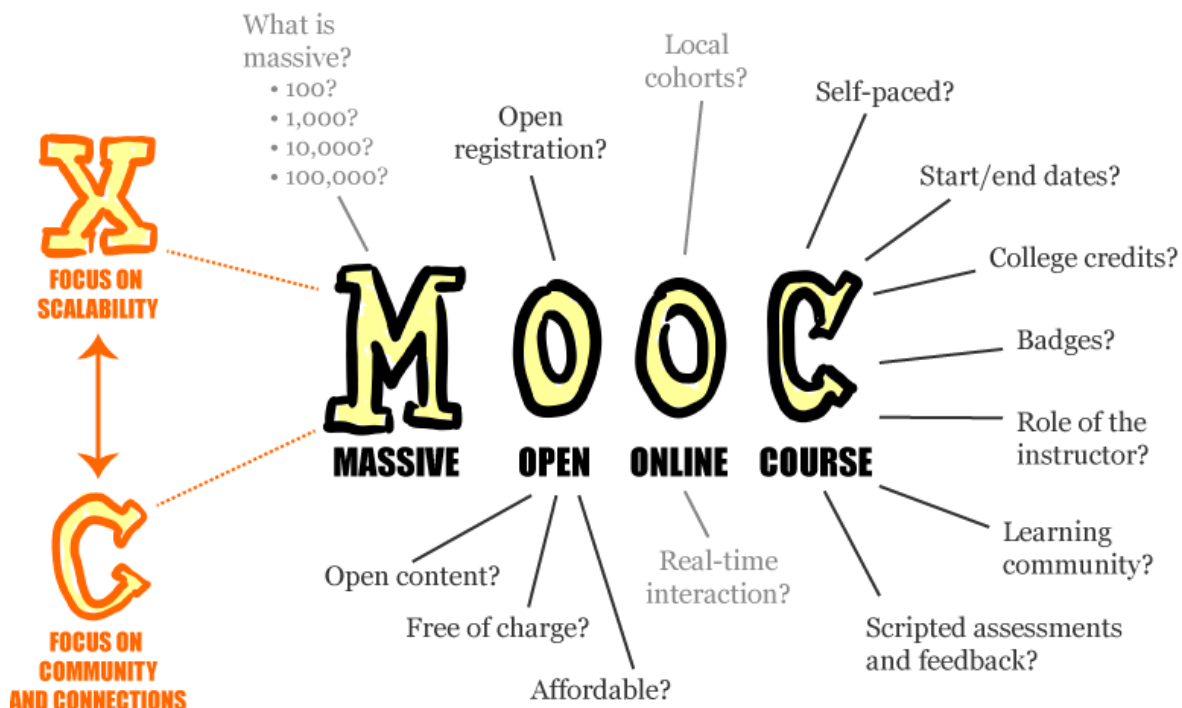
As part of Fusion Education's G5 Programme we will tutor you to write compelling reports which can be entered into competitions held by both Cambridge and Oxford Universities. This will involve using research, analysis and specific application of topic. We will show you techniques and methods to add value to your reports, support you with your research and help you with referencing. This is a vital part of Fusion Education's G5 Programme as these techniques are essential to you achieving the grades in your A-levels and not just for competitions.

Also many A-level applicants are predicted to achieve top grades and many also have excellent references. It is therefore not possible for any of the G5 Universities to select the best students based on their UCAS applications alone. This is why Cambridge asks applicants for most courses to take a written assessment either pre-interview or at interview.

Oxford asks applicants for most of its courses to take a test before interview as part of their application, and we will help you register for this test. The admission tutors then shortlist applicants based on students' applications and performance in the test. Where applications are around three per place, most applicants are shortlisted. For the most competitive degrees, far fewer will be shortlisted, to allow those who most closely meet the selection criteria to have multiple interviews. It is therefore essential the skills and techniques that we will hone with you are used throughout the whole application process and **NOT** just left to closer to the interview.

## Massive Open Online Courses (MOOC's)

MOOCs provide an affordable and flexible way to learn new skills, advance your career and deliver quality educational experiences at scale. By using the MOOC's that we identify as part of Fusion Education's G5 Programme, you will be able to undertake developed courses that add value to your current studies and expand your ability to show potential colleges your desire and development beyond that of a syllabus and A-level specification.



The MOOC's are written by some of the world's best universities including MIT, Cambridge, Oxford, Stanford, etc. and follow a specific topic through to a final assessment where you will receive a certificate. It is this that will add further context to your personal statement and allow you to speak to the tutors at your interview about it with focus on what you found interesting and how it developed your knowledge.

### Personal Statements & Interview Practice

This is the first opportunity that admissions tutors for any of the G5 universities will have seen of the applicants for their courses. The hard work that you will complete through Fusion Education's G5 Programme will now come to its fruition and allow you to explain your suitability for the course that you wish to follow. As part of our Programme we will support you when writing your personal statement and guide you to show the universities your academic interests and intellectual motivations. We have written specific guidance and throughout the 12 month G5 Programme we will highlight core points and reference these in the feedback sheets that will be completed each month to record your development and interests in your chosen field of study. Using this information and as part of Fusion Education's G5 Programme we will use this to individualise our template for your personal statement for you to use and follow.

## **Contact Information**

Address:

Fusion Education Ltd  
20 – 22 Wenlock Road  
London  
N1 7GU

Email: [info@fusioneducation.co.uk](mailto:info@fusioneducation.co.uk)