
BUSINESS & LEADERSHIP

Course Overview **2023**



Course Overview

AT A GLANCE

*Oxford***Price:** £5,995**Ages:** 16-17**Duration:** 2 weeks**Starting Dates:** 2nd July, 16th July, 30th July 2023**Location:** Oxford College

Our Business and Leadership course will prepare you for success in your future business studies and career. You will develop both your practical business skills and soft skills while acquiring knowledge of the latest trends and practices in business.

*Cambridge***Price:** £4,500**Ages:** 15-17**Duration:** 2 weeks**Starting Dates:** 9th July, 23rd July, 6th August 2023**Location:** Sancton Wood School, Cambridge

Subjects include budgeting and finance, marketing, sustainability and growth, as well as the communication skills necessary for success in business. The course is delivered in a dynamic blend of lesson types such as seminars and lectures.

SAMPLE TIMETABLE

WEEK ONE

8.45-9.00	Morning Assembly				
9.00-10.30	Business Seminar <i>Types of Business</i>	Business Lecture <i>New Economics</i>	Keynote Lecture	Business Lecture <i>Marketing and Advertising</i>	Business Seminar <i>Disrupt the market</i>
11.00-12.30	Business Time to Shine: A Business Case Study <i>Design a new company, establish a niche in the market, construct a business plan, secure financial backing, advertise it and deliver a pitch to investors</i>				
13.30-14.45	Business Practical Workshop: <i>Sales and Marketing</i>	Business Seminar <i>The sharing Economy</i>	Industry Experience	Business Seminar <i>Financial Control</i>	Keynote Lecture <i>Leadership By Visiting Academic</i>
15.00-16.15		Academic Coaching: <i>Interview Preparation</i>		Academic Coaching: <i>Writing a personal statement</i>	Academic Coaching: <i>Public Speaking Skills</i>
16.15-18.15	Free Time <i>Tutorials once per week, 16.30-17.30</i> <i>Career Counselling Clinic, 16.30-17.30</i>				

WEEK TWO

8.45-9.00	Morning Assembly				
9.00-10.30	Business Seminar <i>Business Models</i>	Business Lecture <i>SWOT Analyses</i>	Keynote Lecture	Business Lecture <i>Brand Identity</i>	Business Seminar <i>Exponential growth</i>
11.00-12.30	Business Time to Shine: A Business Case Study <i>Design a new company, establish a niche in the market, construct a business plan, secure financial backing, advertise it and deliver a pitch to investors</i>				
13.30-14.45	Business Practical Workshop: <i>Customer research</i>	Business Seminar <i>Businesses of the future</i>	Industry Experience	Business Seminar <i>Target customers</i>	Keynote Lecture <i>Success in Academia</i> By Visiting Academic
15.00-16.15		Academic Coaching: <i>Interview Preparation</i>		Academic Coaching: <i>Writing a personal statement</i>	Academic Coaching: <i>Public Speaking Skills</i>
16.15-18.15	Free Time <i>Tutorials</i> once per week, 16.30-17.30 <i>Career Counselling Clinic</i> , 16.30-17.30				

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TIME TO SHINE

Time to Shine title: *The Business Pitch: How to Pitch Your Business Ideas to the Experts*

Time to Shine description: To succeed in business, it is essential to develop the ability to present your ideas with confidence. Throughout the course, students will participate in an assignment in which they will develop the concept and business plan for a new start-up company. This project will culminate in the students giving a 10-minute sales pitch presentation about their start-up company to a panel, who will offer feedback and guidance to the students.

What you'll learn

- The fundamentals of starting up and operating a business.
- Learn how businesses market and brand their products.
- Learn how business finances work so that businesses break even and make a profit.
- Take part in our exciting *Business Pitch* Time to Shine project, in which you and your classmates will produce and pitch the idea for a start-up business.
- Through fun and engaging lesson activities, develop and apply your 21st century skills, such as critical thinking, communication skills, collaborative skills, and original thinking.

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INDUSTRY EXPERIENCE

A highlight of our academic programme is our **Industry Experience** afternoons, where students take part in a series of workshops and lectures led by top industry professionals and academics in their respective fields. The Industrial Experience element of our courses provides a profound level of insight so that students can further make informed decisions as to whether their future career choices are right for them. Our College students will be introduced to a real-world professional environment in their chosen field of study, where they will absorb knowledge through workshops, lectures and Q&As.

Visit a leading start-up company, with a guided tour of the premise. Meet the CEO and management board, and hear how they transformed their business from an idea to money-making reality. The visit includes a Q&A session with the CEO, so that students can ask questions about their own business ideas.

