
FUTURE BUSINESS LEADERS

Course Overview **2023**



Course Overview

AT A GLANCE

Price: £4,000

For Ages: 13-16

Course Length: 2 Weeks

English Level: B1+

Starting Dates: 17th July, 31st July,
August 7th 2023

Location: Headington School, Oxford

Course Objectives: Improve English
Language Skills; Develop Business
Knowledge

A stepping stone to the world of business. Future Business Leaders is a 30-hour course in which students gain knowledge and practical experience of key concepts in international business. The course has been designed especially for 13 to 17 year-old students, and focuses on learning through interactive and communicative project work and team-building exercises.

This interactive course teaches the essentials of business through a fun and interactive project in which students create a product and pitch their creation to a panel of business moguls for investment. Students develop both their theoretical and practical knowledge of business practice and know-how.

SAMPLE TIMETABLE

WEEK ONE

8.45-9.00	Morning Assembly				
9.00-10.30	Business Knowledge <i>Types of Business</i>	Business Knowledge <i>New Economics</i>	Business Knowledge <i>New Economics</i>	Business Knowledge <i>Marketing and Advertising</i>	Business Knowledge <i>Disrupt the market</i>
11.00-12.30	Time to Shine Preparation Project: <i>Sales and Marketing</i>	Time to Shine Preparation Project: <i>The sharing Economy (1)</i>	Time to Shine Preparation Project: <i>The sharing Economy (2)</i>	Time to Shine Preparation Project: <i>Financial Control</i>	Week One <i>Time to Shine Ceremony</i>

WEEK TWO

8.45-9.00	Morning Assembly				
9.00-10.30	Business Knowledge <i>Business Models</i>	Business Knowledge <i>SWOT Analyses</i>	Business Knowledge <i>SWOT Analyses</i>	Business Knowledge <i>Brand Identity</i>	Business Knowledge <i>Exponential growth</i>
11.00-12.30	Time to Shine Preparation Project: <i>Customer research</i>	Time to Shine Preparation Project: <i>Businesses of the future (1)</i>	Time to Shine Preparation Project: <i>Businesses of the future (2)</i>	Time to Shine Preparation Project: <i>Target customers</i>	Week Two <i>Time to Shine Ceremony</i>

Time to Shine

Pitch Perfect: How to Make a Successful Business Pitch

Headington's Future Business Leaders will take part in an exciting two week project in which they devise and develop all aspects of a start-up business, including the branding, financial planning, marketing and operational structure. They will then pitch this start-up business to a panel of investors, who will choose the most credible and inspirational business to apply their funding to.

Through this fun and engaging teamwork project, Headington's Future Business Leaders will develop and apply their 21st century skills, such as critical thinking, communication skills, collaborative skills, and original thinking.