



SBC

COURSE OVERVIEW

Faculty of Business

15-17yrs



 Dukes Cambridge



Dukes Cambridge

Ages: 15-17

Duration: 2 weeks

At a Glance

Forging the Path to Business Success

At the Faculty of Business, you will immerse yourself in the dynamic and ever-evolving world of business. Over two weeks, this programme offers a robust education in the fundamentals of business, including entrepreneurship, finance, marketing, and management. You'll explore the key drivers of business success and learn how to apply strategic thinking to real-world scenarios.

The curriculum is designed to foster an entrepreneurial mindset. You'll study the principles of business planning, market analysis, and financial forecasting, gaining the tools to identify opportunities and create value in competitive markets. Whether you're developing a new product, crafting a marketing strategy, or managing a project, you'll learn how to think like a business leader and make decisions that drive results.

A key feature of the Faculty of Business is its emphasis on experiential learning. You will participate in business simulations, case studies, and interactive workshops that mirror the

challenges faced by today's business professionals. These practical experiences are designed to hone your problem-solving abilities, enhance your strategic thinking, and build your confidence in navigating the complexities of the business world.

Networking and collaboration are integral to your experience in this programme. You'll work closely with peers on group projects, pitch ideas to industry experts, and receive mentorship from seasoned business leaders. These interactions provide invaluable insights into the realities of the business world and help you build a network that can support your future career.

Studying at the Faculty of Business is more than just learning about business; it's about preparing to lead in an environment where innovation, adaptability, and strategic thinking are key to success. Whether your goal is to start your own business, lead a corporate team, or innovate within an existing organization, this programme equips you with the knowledge and skills to excel in the business world.

Sample Timetable

WEEK ONE TIMETABLE

8:45-9:00	Morning Assembly				
9:00-10:30	Business Seminar Types of Business	Business Lecture New Economics	Keynote Lecture	Business Lecture Marketing and Advertising	Business Seminar Disrupt the market
11:00-12:30	Business Time to Shine: A Business Case Study 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				
13:30-14:45	Business Practical Workshop Sales and Marketing	Business Seminar The sharing Economy	Industry Experience	Business Seminar Financial Control	Keynote Lecture Leadership By Visiting Academic
15:00-16:15	University Coaching Interview Preparation	University Coaching Writing a personal statement		University Coaching Public Speaking Skills	
16:15-18:15	Free Time Tutorials once per week, 16:30-17:30 Career Counselling Clinic, 16:30-17:30				

WEEK TWO TIMETABLE

8:45-9:00	Morning Assembly				
9:00-10:30	Business Seminar Business Models	Business Lecture SWOT Analyses	Keynote Lecture	Business Lecture Brand Identity	Business Seminar Exponential growth
11:00-12:30	Business Time to Shine: A Business Case Study 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				
13:30-14:45	Business Practical Workshop Customer research	Business Seminar Businesses of the future	Industry Experience	Business Seminar Target customers	Keynote Lecture Success in Academia By Visiting Academic
15:00-16:15	University Coaching Interview Preparation	University Coaching Writing a personal statement		University Coaching Public Speaking Skills	
16:15-18:15	Free Time Tutorials once per week, 16:30-17:30 Career Counselling Clinic, 16:30-17:30				



Course Objectives

This course is designed to give you a comprehensive understanding of key business concepts, from management and leadership to marketing and finance. By the end of the programme, you will have the skills to analyse business challenges, develop strategic plans, and communicate your ideas effectively in a professional setting. This course is perfect for those with ambitions in business, entrepreneurship, or management roles across various industries.

Module 1

Strategic Management and Leadership

Explore core principles of management and leadership, including leadership styles, organisational structures, and strategic decision-making, with interactive workshops and case studies to help you lead teams and manage businesses in a competitive environment.

Module 2

Digital Marketing and Brand Strategy

Delve into digital marketing, focusing on brand development, consumer behaviour, and digital tools, and learn to create and implement effective marketing campaigns using social media, content marketing, and data analytics.

Module 3

Financial Analysis and Business Planning

Learn the essentials of finance and business planning, including financial statement analysis, budgeting, and business plan development, with practical exercises to evaluate business performance and plan for long-term success.



Previous projects include:

Project 1: "Designing a Sustainable Development Strategy for Emerging Economies" – A policy proposal aimed at promoting economic growth while addressing social and environmental challenges in developing countries.

Project 2: "Launching a Digital Marketing Campaign for a New Product" – A strategic marketing proposal designed to introduce a new product to the market, complete with brand positioning and digital advertising tactics.



Time to Shine

For your Time to Shine project, you will undertake a business project that synthesises the knowledge and skills acquired throughout the course. This project will culminate in a presentation where you will pitch your business idea or strategic plan to a panel.



Industry Experience

Our programme includes industry experience sessions that provide you with a glimpse into the business world. You will have the opportunity to visit local companies or attend business seminars, where you can observe business operations, meet professionals, and gain insights into the challenges and opportunities of running a successful business.



Guest Speakers

We invite business leaders, entrepreneurs, and industry experts to share their experiences and insights with you. These guest speakers will discuss the latest trends in business, provide career advice, and inspire you with their stories of success and innovation in the corporate world.



Academic Coaching

Throughout the course, you will receive personalised academic coaching aimed at enhancing your business acumen. Our experienced tutors will offer feedback on your projects, assist you in refining your strategic thinking, and guide you in developing the leadership and analytical skills essential for a successful career in business.

Secure your place

A booking can be made online on our website summerboardingcourses.com

Our programmes fill up fast so we recommend you book early to secure a space on our most popular courses. If you are booking on behalf of a family, please let us know at the time of booking.



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