



SBC

COURSE OVERVIEW

Faculty of Business

15-17yrs



 Oxford College



Oxford College

Ages: 15-17

Duration: 2 weeks

At a Glance

Cultivating Tomorrow's Business Leaders

At the Faculty of Business, you'll engage in a dynamic learning environment designed to ignite your entrepreneurial spirit and sharpen your business acumen. Over two weeks, this program will immerse you in the essential aspects of business, providing you with a solid foundation in areas such as strategic management, market analysis, and financial planning.

The curriculum at the Faculty of Business is crafted to bridge theory and practice. You'll delve into case studies of successful companies, dissecting their strategies and operations to understand what drives success in today's fast-paced market. Interactive workshops will allow you to apply these insights, whether it's developing a business plan, designing a marketing campaign, or making financial projections.

One of the unique aspects of studying at the Faculty of Business is the emphasis on real-world

experience. You'll participate in business simulations that mirror the complexities of the global market, testing your ability to think strategically and make decisions under pressure. These experiences are designed to build your confidence in navigating the business world, whether you're leading a team, negotiating a deal, or launching a new product.

Collaboration is key to the learning experience here. You'll work with peers on group projects that require you to innovate, strategise, and present your ideas effectively. This teamwork not only mirrors the collaborative nature of business but also helps you develop the interpersonal and leadership skills that are crucial for success.

Choosing to study at the Faculty of Business is the first step towards a career that could take you to the helm of a company, the forefront of innovation, or the heart of global commerce. This program will provide you with the knowledge, skills, and networks necessary to excel in whatever business path you choose to pursue.

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

By the end of this course, you will have a solid understanding of fundamental business principles, including management, marketing, and finance. You will gain the skills to analyse business challenges, develop strategic solutions, and communicate effectively in a corporate setting. This course is perfect for those aspiring to pursue careers in business, entrepreneurship, or management.

Module 1

Foundations of Law and Legal Systems

This module provides an introduction to essential business and management concepts, including organisational structure, leadership, and strategic planning, with a focus on practical application through case studies and discussions.

Module 2

Marketing in a Digital World

Explore the fundamentals of marketing with an emphasis on digital strategies, covering market research, branding, consumer behaviour, and the use of digital technology for effective online campaigns and social media growth.

Module 3

Finance and Accounting Essentials

Learn the basics of finance and accounting, including financial statements, budgeting, and investment analysis, with practical activities to help you interpret financial data and manage business finances effectively.



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: "Digital Marketing Campaign for a Global Brand" – A proposal for a digital marketing strategy aimed at increasing brand visibility and engagement across multiple platforms.



Time to Shine

For your Time to Shine project, you will undertake an extended research project that integrates politics, international relations, and economics. This project will culminate in a presentation where you will propose policy solutions or strategic initiatives.



Industry Experience

Gain first-hand insight into the business world with our industry experience sessions. You will have the opportunity to visit a local business or corporate headquarters, where you can observe business operations, interact with professionals, and understand the challenges of managing a successful enterprise.



Guest Speakers

Our programme features guest speakers who are leaders in the business world. These experts will share their experiences, discuss the latest trends in business, and provide valuable advice on navigating a successful career in business and entrepreneurship.



Academic Coaching

Throughout the course, you will receive personalised academic coaching to help you achieve your goals. Our experienced tutors will provide feedback on your projects, assist you in developing your business acumen, and guide you in refining your leadership and strategic thinking skills essential for success in the business field.

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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