



Business and Enterprise Course Key Facts

Location	Online (live, not pre-recorded)
Class size	Maximum 15 students
Ages	15-18
Fees	£595 (1 week) or £995 (2 weeks)
Dates	June - August (see our booking form for the latest availability)
Timings	Live tutorials take place from 1-3pm UK time
Outcome	Certificate of Achievement and personalised Letter of Recommendation

Business and Enterprise Course Outline

Class	Class Content and Lesson Objectives	Independent Study
1	<p>Orientation:</p> <ul style="list-style-type: none">● Introductions & Icebreakers● Sharing your personal journey● Emphasising the importance and potential impact of studying the subject <p>Introduction to the course and business objectives:</p> <ul style="list-style-type: none">● What is business?● Why do businesses exist?● Business objectives● Reconciling competing objectives <p><i>Students will be able to:</i></p> <ul style="list-style-type: none">● Get to know each other and the tutor● Feel inspired about studying the subject● Understand what to expect from the course curriculum● Explore the motivations of entrepreneurs for starting businesses.● Examine different business objectives.● Explore conflicts that can arise from competing objectives.	Using a case study, analyse how a business generates profit and identify its key costs.



2	<p>The Economic Climate:</p> <ul style="list-style-type: none">● External factors affecting businesses such as incomes and input costs● Case studies - how businesses have responded to external shocks● Resilience strategies <p><i>Students will be able to:</i></p> <ul style="list-style-type: none">● Explain how different factors influence businesses● Apply this knowledge to case studies● Evaluate how businesses can become more resilient and minimise the impact of external factors on their operations	Select an impactful real-life marketing campaign and assess what made it successful.
3	<p>Branding & Marketing</p> <ul style="list-style-type: none">● Introduction to branding & marketing● Case studies on advertising● 5Cs: Customer, Company, Context, Competitors, Collaborators● Segmentation, targeting and positioning● Marketing mix (4Ps)● Disruptive Marketing <p><i>Students will be able to:</i></p> <ul style="list-style-type: none">● Articulate what branding and marketing is, and why they are important● Explain different aspects of branding and marketing● Assess the impact of different marketing campaigns● Define and apply key terms, such as disruptive marketing, to case studies	Design a disruptive marketing campaign for a product of their choice (for presentation in tomorrow's class).



4	<p>The Cost of Business:</p> <ul style="list-style-type: none"> • What is fast fashion? • Define key terms: stakeholders, shareholders, consumers • What are the pros and cons of fast fashion for stakeholders, shareholders and consumers? • What are the pros and cons for governments, society and the environment? • Are social and environmental considerations a help or hindrance to businesses like those in the fast fashion industry? • How can governments encourage businesses to behave more responsibly in terms of social and environmental impact? <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"> • Define key concepts related to the fast fashion industry • Evaluate the costs and benefits for different parties • Consider the impact of social and environmental factors for businesses 	<p>Prepare for class debate: "Having a visionary leader is more important for a business than having effective managers."</p>
5	<p>Management and Leadership:</p> <ul style="list-style-type: none"> • Difference between a leader and manager • Different management and leadership styles • Pros and cons of different management and leadership styles • The importance of planning and decision making by leaders and managers <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"> • Explain how managers and leaders differ • Identify different types of managers and leaders, and evaluate various styles • Identify their own leadership style • Explain why effective planning and decision making mechanisms are key to businesses' success 	<p>In the second half of the course, you have to plan and develop your own business idea. This business idea needs to be a 'Service' Business, i.e. the business will earn revenue through the provision of a service. What kind of a service business would you like to start? Come to the next class with your ideas.</p>
END OF THE ONE WEEK COURSE		
6	<p>Business Plans:</p> <ul style="list-style-type: none"> • Class debate on leadership vs management • Why is planning important for businesses? What are the constraints of planning? • Key components of business plans 	<p>Begin working on the preparation of a business plan which will be presented in class on Friday.</p>



	<ul style="list-style-type: none"> Case studies: Evaluate a business plan through the eyes of a potential investor <p>Students will be able to:</p> <ul style="list-style-type: none"> Explain why planning is important for businesses (but also what its constraints are) Identify the main components of a business plan Conduct a basic analysis of a business plan 	
7	<p>The Art of the Pitch:</p> <ul style="list-style-type: none"> Watch a selection of clips from Dragon's Den Identify key factors which make a pitch successful or not, and practice techniques Elevator pitches <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"> Appreciate the role of pitching in the life of an entrepreneur Identify key pitching techniques Hone their pitching skills 	<p>Research a fast fashion business - what's driven the rise in fast fashion? What are the benefits of this industry to society and the consumer? What are the disadvantages?</p>
8	<p>Time Value of Money and Investment:</p> <ul style="list-style-type: none"> Disruptive marketing presentations Introduction to financial mathematics - present value, future value, simple interest, compound interest The relevance of the Time Value of Money to investors <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"> Explain the meaning of the time value of money Differentiate between present value and future value Calculate future value Calculate present value Understand the difference between simple and compound interest 	<p>Problem questions set by the tutor</p>
9	<p>The Future of Business</p> <ul style="list-style-type: none"> Emerging trends and technologies. Business in the age of artificial intelligence Developments in potential future careers <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"> Identify and analyse emerging trends and technologies Understand the implications of AI in the field including the legal, ethical and social implications 	<p>Students can take the OxBright career test which will provide them with potential future careers and subject specific resources to explore!</p> <p>Preparations for</p>



	<ul style="list-style-type: none">● Explore potential future careers that may emerge as a result of emerging technologies and AI.	presentation in the final class
10	<p>Conclusion of Course and Business Plan Evaluation:</p> <ul style="list-style-type: none">● Peer feedback tips● Presentations● Feedback on presentations (peers and tutor)● Course conclusion <p><i>Students will be able to:</i></p> <ul style="list-style-type: none">● Hone their peer feedback techniques● Put their knowledge about business plans and pitching to the test● Learn about different approaches to business plans● Reflect on what they have learnt over the course <p>Reflections & Closing</p>	

Next Steps

We'd love to welcome you to our online Business and Enterprise course! In order to secure your place, the next step is to apply [by clicking here](#).

If you have any questions, please don't hesitate to contact Stephanie on 0044 1865 522 166, or by email on hello@oxfordscholastica.com.