



## **Business Course Key Facts**

<b>Location</b>	Online (live, not pre-recorded)
<b>Class size</b>	Maximum 15 students
<b>Ages</b>	12-14
<b>Fees</b>	Fees: £595 (1 week) or £995 (2 weeks)
<b>Dates</b>	June - August (see our <a href="#">booking form</a> for the latest availability)
<b>Timings</b>	Live tutorials take place from 1-3pm UK time
<b>Outcome</b>	Certificate of Achievement and personalised Letter of Recommendation

## **Business Course Outline**

<b>Class</b>	<b>Class Content and Lesson Objectives</b>
1	<p><b>Introduction to the course</b> <i>Students will be able to:</i></p> <ul style="list-style-type: none"><li>● Get to know each other and understand what to expect from the course curriculum</li><li>● Set norms and values for the course</li><li>● Understand their overall task for the course</li></ul> <p><b>An Introduction to Business &amp; Branding</b> <i>Students will be able to:</i></p> <ul style="list-style-type: none"><li>● Explore case studies of successful businesses</li><li>● Define key terms in business</li><li>● Explore brands that they admire</li></ul>
2	<p><b>Branding and Marketing</b> <i>Students will be able to:</i></p> <ul style="list-style-type: none"><li>● Discuss key principles of branding and marketing and apply these to the chosen brands</li><li>● Examine an advertisement and consider how it applies principles of marketing and branding</li><li>● Apply principles of marketing and branding by designing an advertisement for a product</li></ul>
3	<p><b>An Introduction to Economics</b> <i>Students will be able to:</i></p>



	<ul style="list-style-type: none"> <li>● Explain key principles in economic theory</li> <li>● Summarise the principles and explore the links between them</li> <li>● Apply these principles to some problems in economics</li> </ul>
4	<p><b>Business Law</b>  <i>Students will be able to:</i></p> <ul style="list-style-type: none"> <li>● Explore cases of corporate law in action</li> <li>● Examine business scenarios which involve the law</li> <li>● Advise managers on the next steps that should be taken to resolve a legal issue</li> </ul>
5	<p><b>Management &amp; Leadership</b>  <i>Students will be able to:</i></p> <ul style="list-style-type: none"> <li>● Discuss different styles of management and what makes a good manager</li> <li>● Apply an understanding of management styles to case studies of particular managers</li> <li>● Discuss business scenarios and what management style they would apply</li> <li>● Discuss what makes a good leader</li> <li>● Explore and compare different styles of leadership</li> <li>● Develop their personal leadership</li> </ul>
<b>END OF THE ONE WEEK COURSE</b>	
6	<p><b>Business Plan</b></p> <ul style="list-style-type: none"> <li>● Develop initial ideas for their own venture</li> <li>● Understand the purpose and importance of a business plan.</li> <li>● Identify key components of a business plan.</li> <li>● Develop basic skills in creating a simple business plan.</li> </ul>
7	<p><b>International Business</b>  <i>Students will be able to:</i></p> <ul style="list-style-type: none"> <li>● Explain the phenomenon of glocalisation</li> <li>● Examine case studies of glocalisation in international business</li> <li>● Advise on the expansion of a business from a national to an international scale</li> </ul>
8	<p><b>The Future of Business</b>  <i>Students will be able to:</i></p> <ul style="list-style-type: none"> <li>● Identify and analyse emerging trends and technologies</li> <li>● Gain insight into a cutting-edge area or principle of psychology that has high relevance to today's world</li> <li>● Think about the world they will live in as young professionals, and the skills they will need to thrive in this world</li> <li>● Explore potential future careers that may emerge as a result of emerging technologies and AI.</li> </ul>
9	<p><b>Pitching</b>  <i>Students will be able to:</i></p> <ul style="list-style-type: none"> <li>● Identify what makes a good pitch</li> <li>● Design a pitch for a business idea</li> <li>● Pitch business ideas</li> <li>● Reflect on what worked well and what improvements could be made</li> </ul>



10	<p><b>Final Presentations</b></p> <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"><li>• Present their projects to their peers and tutor</li><li>• Receive feedback from their peers and tutor</li></ul> <p><u>Reflections &amp; Closing</u></p>
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## **Next Steps**

We'd love to welcome you to our online Business 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](mailto:hello@oxfordscholastica.com).