



COURSE OVERVIEW

Business

Eton College



At a Glance

Ages: 12-16

English Level: B1+

Duration: 2 weeks

Course Objectives:

Improve English Language Skills; Develop Business Knowledge

Starting Dates:

10th July, 24th July 2023

Location:

Eton College, Windsor

Learn the fundamentals of running a successful business of your own, at an institution like no other.

Our Business course has been developed for the young business people of the future. In this course, students will improve their confidence in using English, by developing core business skills and through enhancing knowledge of the latest business trends.

Subjects in Business include: budgeting and finance, marketing, sustainability and growth, as well as the development of the English language skills necessary for success in business.

Students will work together as part of our Time to Shine project to create and develop a business plan for a new start-up company, before delivering a product pitch to a panel of judges.

Business

Sample Timetable

WEEK ONE TIMETABLE

8:45-9:00	Morning Assembly				
9:00-10:30	Business Knowledge Types of Business	Business Knowledge New Economics	Business Knowledge New Economics	Business Knowledge Marketing and Advertising	Business Knowledge Disrupt the market
11:00-12.30	Time to Shine Preparation Project Sales and Marketing	Time to Shine Preparation Project The sharing Economy 1	Time to Shine Preparation Project The sharing Economy 2	Time to Shine Preparation Project Financial Control	Week One Time to Shine Ceremony

WEEK TWO TIMETABLE

8:45-9:00	Morning Assembly				
9:00-10:30	Business Knowledge Business Modelss	Business Knowledge SWOT Analyses	Business Knowledge SWOT Analyses	Business Knowledge Brand Identity	Business Knowledge Exponential growth
11:00-12.30	Time to Shine Preparation Project Customer research	Time to Shine Preparation Project Businesses of the future 1	Time to Shine Preparation Project Businesses of the future 2	Time to Shine Preparation Project Target customers	Week Two Time to Shine Ceremony



Time to Shine

Pitch Perfect: How to Make a Successful Business Pitch

SBC at Eton College's Business students 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, SBC at Eton College's Business pioneers will develop and apply their 21st century skills, such as critical thinking, communication skills, collaborative skills, and original thinking.

What You'll Learn

- ✓ The fundamentals of starting up and operating a business.
- ✓ Learn how businesses market and brand their products.
- ✓ Learn how business finances work so that businesses break even and make a profit.
- ✓ Take part in our exciting Business Pitch Time to Shine project, in which you and your classmates will produce and pitch the idea for a start-up business.
- ✓ Through fun and engaging lesson activities, develop and apply your 21st century skills, such as critical thinking, communication skills, collaborative skills, and original thinking.



Book your place

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

Course places are limited so we recommend booking early. If you are booking on behalf of a family, please let us know at the time of booking.



