



COURSE OVERVIEW

Business

Cambridge College



At a Glance

Cambridge College

Ages: 15-17

Duration: 2 weeks

Join us for an extraordinary experience in the heart of Oxford/Cambridge as you embark on a transformative journey into the world of business. Our two week course is designed to ignite your entrepreneurial spirit and equip you with the skills and knowledge you need to thrive in today's business world. You will uncover the secrets of launching and running a successful business, dive into the fascinating realm of marketing and branding, gain insights into the financial workings of businesses, and use this knowledge to pitch your own start-up business idea to your peers during our Time To Shine Ceremony. Join us for an enriching summer experience focusing on learning, innovation and personal development. Explore the world of innovation and entrepreneurship and acquire invaluable skills for your future success!

Businesses

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				

Time to Shine

Becoming an innovative entrepreneur

Today, giving great presentations are a vital skill for achieving academic and professional success. Our programmes reflect this by having the 'art of presenting' at the heart of their content, and allow you to discover new confidence when using English in public situations. It's more than just a chance to enhance your public speaking skills, though; it's an opportunity for you to share your passion and subject knowledge with your fellow classmates. Through your presentations, you will become sources of inspiration, and encourage others to delve deeper into your subject.



What You'll Learn

- ✓ Discover the fundamentals of starting up and operating a business in today's society.
- ✓ Learn how businesses market and brand their products, applying this to your own ideas in a Time To Shine project.
- ✓ Identify how business finances work so that businesses can break even and make a profit.
- ✓ Take part in our exciting Time to Shine ceremony, and pitch the idea for a start-up business with your classmates to the rest of the school.
- ✓ Develop and apply core 21st century skills through fun and engaging lessons, including critical thinking, communication, creativity and collaboration.



Industry Experience

Enhance your academic foundation with our comprehensive Industry Experience sessions. These sessions are both on-site, in which you will participate in workshops on-campus that are led by an industry professional and blend practical engagement with immersive learning, and off-site, in which students engage in excursions that complement your course content and will broaden your horizons.

While theoretical knowledge lays an important foundation in business, hands-on experience cements learning. That's why, at SBC, our students participate in interactive workshops with industry experts. They delve into topics such as brand development, strategic planning, and effective pitching, ensuring a well-rounded approach to their business education. In previous Industry Experiences, students visited companies and took part in workshops that focused on building brand identities, marketing clothing companies, designing a roadmap for a start up, and honing their pitching skills.

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.



