



Nº1

The UK's Number One  
Summer School

COURSE OVERVIEW

## Business: Mini-MBA

15-17yrs

📍 Earlscliffe Summer School





# At a glance

## Introduction to Business: Mini-MBA

The Mini-MBA introduces you to the fundamentals of business, from entrepreneurship and marketing to finance and strategy. This programme is designed for students who want to understand how organisations work and how ideas are turned into ventures. With a focus on applied learning and real-world case studies, you'll build the knowledge and confidence to think and act like a business leader.

## Academic Content

20 hours of subject-specific academic content per week with an experienced subject tutor, delivered through interactive seminars and hands-on practical workshops.

## English Language Level

Students require a minimum English level of B2+ to enrol onto this programme.





## About the programme

The Mini-MBA at Earlscliffe gives you an introduction to the principles of business and management in an intensive two-week format. It is designed for students who want to understand how organisations operate, how leaders make decisions and how businesses succeed in competitive markets.

The course covers the fundamentals of strategy, marketing, finance and operations. You'll study business cases, analyse data and apply concepts to scenarios that mirror real challenges faced by companies today.

Practical work is central. You'll prepare and deliver pitches, respond to case simulations and take part in workshops that test your ability to think clearly under pressure. These sessions help you practise decision-making, problem-solving and presentation skills in a business context.

Collaboration is built into the programme. You'll work in teams to develop business ideas, draft plans and present your recommendations, gaining experience of the teamwork that drives professional life.

Completing the Mini-MBA at Earlscliffe equips you with knowledge and skills that are transferable to any career in business and management. It gives you insight into how organisations function and prepares you to take the next steps in your academic or professional journey.





## Key Learning Outcomes



### 1.

#### **Build a foundation in business and management**

Study finance, marketing, operations and strategy to understand how organisations are structured and run.

### 2.

#### **Practise entrepreneurial thinking**

Learn how to recognise opportunities, design business plans and develop innovative solutions to commercial challenges.

### 3.

#### **Apply business knowledge to practical scenarios**

Take part in simulations, case studies and group projects that reflect real-world decision-making.

### 4.

#### **Strengthen leadership and teamwork skills**

Work collaboratively with peers to develop, present and defend business ideas, building confidence in communication and leadership.







# Subject Theme

## Shaping Tomorrow

Shaping Tomorrow transforms the school into a global conference where every student has a voice. Across the week, you'll take on the role of a future thought-leader, preparing to share ideas that could influence the world ahead. Subjects provide different platforms: you might premiere a documentary, deliver a keynote-style business pitch, showcase a sustainability model, or give a personal academic talk. The focus is on vision and conviction – how to frame ideas, communicate them clearly, and stand by them under questioning. The conference culminates in a live event where projects are unveiled to the audience in the style of an international gathering, complete with screenings, speeches, and demonstrations. It's an opportunity to practise public speaking, sharpen your message, and present yourself as someone ready to help shape the future.





## Fundamental concepts

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The Mini MBA introduces students to the essentials of business thinking. The focus is on how ideas are shaped into ventures: identifying problems, designing solutions, and presenting them convincingly. Students learn about strategy, value creation, and the role of clear communication in building a business case. The work mirrors the mindset of founders preparing to address global audiences.

## Business: Mini-MBA Frameworks

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Projects follow the keynote pitch format. Each group defines a challenge, develops a start-up idea to meet it, and creates supporting materials such as a model, mock-up, or brand identity. The final step is delivering a keynote-style presentation – structured, persuasive, and supported with visuals – that introduces their company as if to investors or conference delegates.

## Foundational Vocabulary

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Pitch, brand, strategy, value, product, market, investment, revenue, impact, prototype, service, equity, innovation, presentation.







## Time to Shine

Time to Shine gives every student the chance to practise public speaking in a structured setting. By researching, preparing and delivering a project to an audience, you build confidence in expressing ideas clearly and develop the ability to present with authority. It's an opportunity to refine communication skills that are valuable for academic study, professional life and beyond.

The conference stage becomes the platform for students to deliver their keynote pitches. Each group steps up to the lectern as if launching a new company at a global summit. They present their idea in a structured, polished style, supported by slides, prototypes or mock-ups. The aim is not only to explain what the start-up does but to convince the audience of its potential impact. Every student takes a speaking role, ensuring the pitch feels like the work of a professional team rather than an individual.





## Time to Shine Project: Week One

Design a start-up that addresses a sustainability challenge. This might be a product that reduces waste, a service that cuts energy use, or technology that supports more efficient transport. The task is to show the prototype or mock-up alongside a clear business model, then explain how it creates measurable value.

## Time to Shine Project: Week Two

Develop a company idea that improves global wellbeing. Students could focus on affordable healthcare, educational access, or digital connectivity. The challenge is to show how a business can respond to social needs without losing sight of financial reality, presenting a venture that is both impactful and viable.







## Case Study

### Bridging Theory and Real World Application

The principles of entrepreneurship and management run through every sector. In technology, start-ups use lean business models to bring apps and digital services to market quickly. In healthcare, companies apply the same frameworks to scale affordable devices and treatments. In energy and transport, new firms are pioneering sustainable solutions by combining engineering with clear business strategy. Even in creative industries, entrepreneurs use branding, marketing, and pitch techniques to launch films, fashion, or design projects. By preparing and delivering their own keynote pitch, students see how the same theories of problem–solution–value apply whether the goal is to build a medical tool, a renewable energy system, or a global lifestyle brand.





# Fieldwork Research

Groups test their ideas in open spaces, using poster campaigns, quick surveys, or prototype demonstrations to gather live feedback. They measure responses and adjust their designs or messaging based on what they learn, experiencing the same iterative process that entrepreneurs use before a launch.







## Academic Difficulty

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No prior experience is needed to take part in this subject. Every student is welcome, whether or not they've studied the subject before. Key ideas and terms are introduced step by step, and all materials are provided during the course. The emphasis is on participation, teamwork, and curiosity, so students can contribute fully and grow in confidence as they prepare for the final showcase.







## In-Person Programme Benefits

### Academic Coaching

Throughout the course, you will receive personalised academic coaching to support your intellectual growth. Our experienced tutors will offer feedback on your projects, help you refine your critical thinking, and guide you in developing a deeper understanding of the subject area.

### Certificate of Achievement & Reference Letter

At the end of your programme, you will be awarded a Certificate of Achievement from Earlscliffe, confirming your successful completion of the course. You may also request a personalised Letter of Reference, outlining your academic strengths and contributions. These documents can support university applications and future opportunities.







## Secure your place

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