

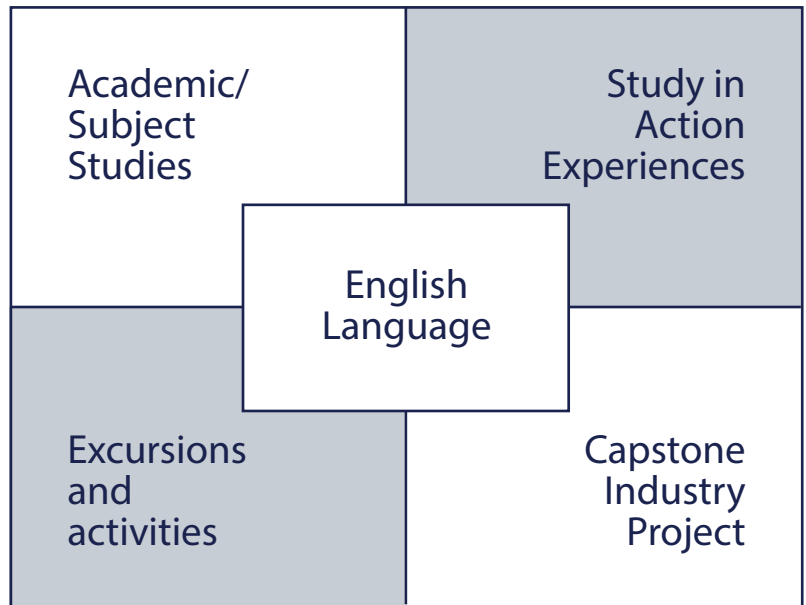
Young Professionals

Courses for those aspiring to become future professionals • *Ages 13-17*

Our "Aspiring" courses combine academic rigour, practical workshops and real world industry projects to provide an immersive career experience.

Who is this course for?

- Students with at least an intermediate level of English looking to improve their ability via a challenging context
- Students looking for an insight into future career paths in an English-speaking environment
- Students looking to gain a deeper understanding into the theory and practice in a specific career field



Academic Studies

Students will learn from highly experienced tutor practitioners who will share their personal insights into the industry, as well as deliver the theoretical and practical components of the course through a tutorial approach.



Study in Action workshops

The study in action workshops are off-site activities that provide a unique opportunity for students to extend and broaden their academic experience through linked subject specific career-related workshops delivered by industry leading providers.



Capstone Industry Project

Students from related fields of study will come together to complete an interdisciplinary project based on a real-life problem-solving situation. This project is externally assessed and certified and provides an opportunity to work with industry professionals and can support a student's university application.



Activities & Excursions

The Activity and Excursion component provides students with the opportunity to socialise with other international students, and visit places of interest within the UK that can help develop their cultural appreciation.

Sample Timetable

| | TUE | WED | THU | FRI | SAT | SUN | MON |
|-----|---------------|---|--|------------------------------------|--|-----------------------|-------------------------|
| AM | Arrivals | Subject Theory | Excursion: Study In Action Day Museum of Brands | Subject Theory | Excursion: London River Cruise and Greenwich tour | Subject Theory | Careers Morning |
| PM | Arrivals | Activity: Walking Tour of Oxford and punting | | Subject Practical | | Project Preparation | Subject Practical |
| EVE | Welcome Games | Project Preparation | Activity: Quiz Night | Activity: Murder Mystery | Activity: Movie Night | Project Presentations | Graduation and Party |

*based on 2023 timetable

Aspiring Business Entrepreneur



Key Facts:



Age range:
13-17



Location:
d'Overbroeck's



Class size:
11



Certificate:
Personalised report
card & certificate



Minimum language level:
B1 (intermediate)



Tuition content
Theory and practical
tuition across business and
leadership field.



Weekly excursions:
2 full-day



Hours per week:
25



Dates:
9 July - 6 August

In this course, we will equip you with the essential skills and knowledge to unleash your inner innovator and become a successful business entrepreneur. Throughout the course, you will explore various aspects of starting and running a business, including idea generation, market research, business planning, marketing strategies, financial management, and problem-solving. Engaging discussions, case studies, and real-world examples will deepen your understanding of entrepreneurship, while hands-on activities and group projects will allow you to apply your learning in practical scenarios. By the end of this course, you will have the confidence and tools to transform your creative ideas into viable businesses and make a positive impact in the world.

Learning outcomes

- Targeted career and pre-university development including an Individualised Career Action Plan
- Hands-on experience into careers in leadership, entrepreneurship and business
- Improvement in English fluency, especially in practical and career-oriented language
- Development of transferable skills including leadership, teamwork, and problem-solving

Example Study In Action Workshops

Museum of Brands - Students learn about the purpose of packaging and the development of supermarket brands from Victorian times to the present day. After undertaking research from the Museum's collection, students work to improve packaging designs in relation to consumer habits and market trends.

Business of Chelsea - Located in London, Stamford Bridge Stadium is home to the famous Chelsea Football Club. On this excursion, students will be introduced to the matchday and non-matchday business operations including a focus on merchandise, marketing, finance and staffing.

Capstone Industry Project

Through the Capstone Industry Project students will develop a compelling portfolio which can support their application to university and gain GoCreate Certification -an industry recognised certificate delivered by the award-winning 'GoCreate' team and backed by a GoCreate Examinations, a UK awarding organisation.

Business Entrepreneur

Courses for those aspiring to become future professionals • *Ages 13-17*



Course Overview

Our Business Management course introduces business through hands-on and practical case studies. Students will explore the nature and scope of business as well as the role of business in local, national, and international contexts. Lessons will explore historical and present-day themes of business, including trade, economics, currencies, and new markets. Students will come to understand the forces shaping international business today, as well as gaining a skill set in managing (international) businesses into the future. Students will be encouraged to draw upon their own background and culture to create a truly global view of business and management. This course will also teach key skills for team building, leadership, and problem solving for future managers and business professionals.

Lessons & Learning Objectives

Lessons will be interactive and interdisciplinary and explore a variety of topics, including but not limited to the following:

Business

- Critically analyze world-leading businesses, including how success and investment was started, its maintenance, and how it responded in the face of adversity
- Define and explore the balance of four divisions in business, including marketing, operations, finance & HR

Leadership vs Management in business

- Explore effective leadership practices from a global perspective. Examine case studies of leadership practices in different countries and in the face of unique challenges.
- Explore how leaders can use technology in management and the development of business cultures including predicting trends.

Organizations

- Develop critical understanding of organisations, the markets they serve and the process of adding value. Evaluate business behaviour from the perspective of a range of stakeholders including owner/ shareholder, manager, employee, customer, supplier, lender and government

Diversification, Trade, and Currencies

- Explore historical themes including colonization, globalization, motives for trade, and historical and present-day human rights violations within trade and business. Explore trade blocs, trading unions, and tariffs, including tariff free zones
- Explore how the divisions of a business relate to one another, as well as the relationship between leadership and management. Explore best business practices from technological, legal, and cultural perspectives, including examining the influence of national governments and changing cultural and political influences.

Transferrable Skills

- Appreciation of cultural differences
- Communicating with different audiences
- Critical thinking
- Planning and management
- Problem-solving
- Research and analysis
- Teamwork

Career Pathways

An understanding of business and management styles will aid students in any future career, including but not limited to business, entrepreneurship, economics, finance, marketing, and a variety of other career paths.

Capstone Project Overview

Course Description

The Capstone Project is an immersive and hands-on learning experience, aiming to equip students with essential skills in storytelling, podcasting, and mobile filming, which are vital for effective communication, marketing, and promotion in the entrepreneurial world. Students will design an innovative product, event, or festival launch, where entrepreneurial students develop comprehensive business plans, while creative students establish a compelling brand identity. This unified approach will foster interdisciplinary collaboration and broaden understanding, ensuring cohesion between the business strategy and the brand identity, leading to a comprehensive product launch strategy. The final objective is a well-rounded presentation pitch targeted to potential investors and customers.

Course Structure

Day 1: Entrepreneurship Essentials

Day 1 of the entrepreneurship workshop provides a comprehensive overview covering entrepreneurship fundamentals, idea generation, and branding. The day starts with an icebreaker, forming teams of entrepreneurs and creatives. Participants learn key concepts and techniques for idea generation, followed by a team brainstorming session. The workshop then shifts to market research and visual storytelling, exploring target demographics and creative styles for their ideas. This dual-focused day lays a solid foundation for participants, combining theoretical knowledge and practical skills in a dynamic learning experience.

Day 2: Holistic Business Creativity

On the second day of this dynamic project, participants immerse themselves in a session focused on Business Model Development and Graphic Design Basics. They engage in a canvas model workshop, gaining insights into the principles of design and typography. The collaborative spirit continues with a team activity, where participants sketch out their business models and incorporate initial design elements. Following this, students explore the basics of mobile filmmaking and the art of crafting compelling business narratives. In a hands-on group activity, participants film a short clip and collaboratively draft their business narratives, bringing theory into practice. This day provides a comprehensive blend of strategic business planning, design principles, filmmaking essentials, and narrative craftsmanship, fostering a well-rounded skill set for entrepreneurial success.

Day 3: Strategic Business Growth

Students explore the intricacies of financial forecasting and essential brand identity elements, setting the stage for practical application. Through an individual assignment,

participants craft an initial financial plan draft and bring their visions to life by creating a compelling visual brand. Building on this foundation, the workshop seamlessly transitions into a session on Marketing Strategy and Podcasting Introduction. Participants absorb key principles of branding and marketing, complemented by an engaging introduction to the world of podcasting. The day culminates in a lively group discussion where marketing ideas for individual projects take shape, followed by the exciting experience of recording an audio snippet for their upcoming podcasts. This intensive day not only equips participants with fundamental financial and branding skills but also immerses them in the dynamic realms of marketing strategy and podcasting.

Day 4: Strategic Engagement

This pivotal session includes targeted feedback sessions on business plan drafts, design, and branding elements, providing invaluable insights to refine and enhance projects. The day continues with a mentor-led Q&A, offering participants the opportunity to glean wisdom from experienced advisors. The momentum of the day carries into a Final Pitch to Investors session, where participants showcase their entrepreneurial prowess. The final pitch presentations encompass critical elements, including the business plan, visual branding, promotional video, and podcast snippet. Investors and peers provide constructive feedback and engage in a Q&A session, contributing to the growth and refinement of each project. The day concludes with a recap and a prestigious awards ceremony, recognizing and celebrating the best pitches, marking the culmination of a rigorous and rewarding entrepreneurial journey.

Teaching Approach

The course employs a blended learning approach that combines theoretical concepts and practical exercises to engage students actively. Each lesson consists of interactive discussions, multimedia presentations, and hands-on activities to reinforce learning. Group work and team projects are integral parts of the course, enabling collaboration, creativity, and peer-to-peer learning. By the end of the course, students will have gained valuable skills and experience to produce and deliver compelling storytelling, podcasts, and mobile-filmed videos that can be applied to various entrepreneurial ventures.

Assessment and Certification

Students will be assessed based on their participation in discussions, completion of exercises and projects, and the final presentation of their podcast episode and video project. Upon successful completion of the course, participants will receive certificates of completion, recognizing their newly acquired skills in storytelling, podcasting, and mobile filming.

Excursions

Activity trips to help students to relax, learn about a different country and have lots of fun.

Students have a full activity programme plus two full-days per week. The destinations for each particular week of the course are outlined below.

To enable us to respond to student feedback and requests, activities and excursion itineraries are planned and organised by a dedicated Activity Manager. For this reason, it is impossible to provide exact weekly timetables until a few days before the start of the following week.

This enables the Activity Manager to minimise any repetition and give students a unique experience every week. With this in mind, the below excursion destinations are **subject to change** and are meant to give examples of the destinations students will visit.



London

Students visit key British landmarks such as Trafalgar Square, Downing Street, Horse Guards Parade, Buckingham Palace, Houses of Parliament & Westminster Abbey.



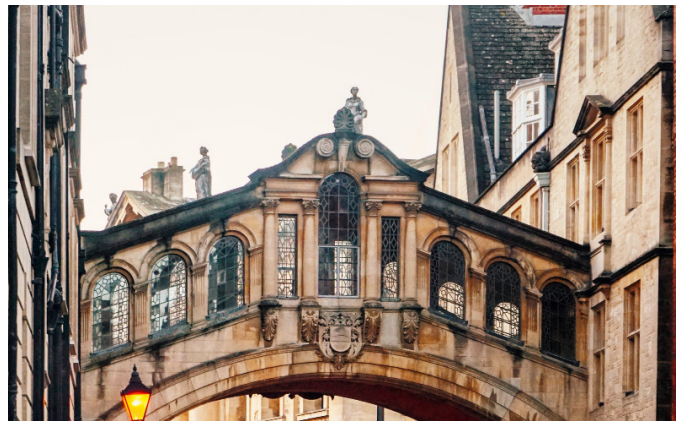
Windsor

Students are given the opportunity to visit the home of the British Royal Family at their residence Windsor Castle and explore the historic market town.



Cambridge

Founded in 1209, the University of Cambridge is the heart of the city of Cambridge. The city's skyline is dominated by the university's college buildings including King's College Chapel, Cavendish Laboratory, and the Cambridge University Library.



Oxford

For one afternoon a week, students will go to the centre of Oxford to explore its rich history. They will visit landmarks such as Carfax Tower, Bodleian Library, Christ Church Cathedral, the 'Bridge of Sighs' & many Oxford University Colleges.



d'Overbroeck's

Oxford • Ages 13-17










Founded in 1977, d'Overbroeck's is a highly successful and well respected British day and boarding school in Oxford. Located to the north of the city centre, d'Overbroeck's state-of-the-art sixth form centre opened in September 2017 and provides first-rate teaching facilities.



Find out more about d'Overbroeck's



Key Facts:

-  **Age range:**
13-17
-  **Location:**
North Oxford,
10 minute bus ride
to City centre
-  **Bedrooms:**
Mix of single, twin
and triple
-  **Bathrooms:**
Mix of shared &
en-suite
-  **Social Space:**
Student lounges in each of
the three boarding houses
with table tennis and
televisions
-  **Facilities:**
Modern laboratories,
art studio, auditorium
-  **Internet:**
Wi-Fi available throughout
-  **Security:**
Electronic fob access only
-  **Airports:**
Heathrow 1 hours
Gatwick 2 hours