



Business Course Key Facts

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

Business Course Outline

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



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



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| | <ul style="list-style-type: none">• Receive feedback from their peers and tutor |
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Reflections & Closing

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.