

Discover Business Academy 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 ● Set norms and values for the course ● Understand their overall task for the course <p>An Introduction to Business <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 ● Develop initial ideas for a business ● Apply key terms in business when introducing their business idea
2	<p>Branding and Marketing <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Explore brands that they admire ● 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	<p>Management <i>Students will be able to:</i></p> <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
5	<p>Leadership <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Discuss what makes a good leader ● Explore and compare different styles of leadership ● Develop their personal leadership style
6	<p>Business Law <i>Students will be able to:</i></p> <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 needed to resolve a legal issue

<p>7</p>	<p>International Business <i>Students will be able to:</i></p> <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
<p>8</p>	<p>Pitching <i>Students will be able to:</i></p> <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
<p>X</p>	<p>Class X:</p> <p>The final class is based on the tutor's personal expertise in the field, focusing on cutting-edge research that they're passionate about.</p>
	<p>Challenge:</p> <p>Students will take part in a fast-paced App Challenge. They will:</p> <ul style="list-style-type: none"> ● Collaborate with their fellow Business students, as well as the Experience Computer Science & Coding students, to come up with an idea for a mobile phone app – the Computer Science students will build a prototype, while the Business students will conduct market research and come up with a brand and business plan. ● Pitch to an expert judging panel

Please note, this course outline may be subject to change