

YOUNG MANAGER



UK – 2019

30 Hours of Instruction Over Two Weeks

The activities will be specifically designed to:

- ** Develop speaking and listening
- ** Improve fluency and interaction skills
- ** Learn business writing skills useful in an academic and business context
- ** Learn words and expressions for practical use
- ** Develop negotiation skills

The course includes practical lessons designed to bring theory into practice through guided project work and group discussions. Students will learn about business etiquette and establishing a business.

Entering the Business World - 6 Hours

- How to construct a CV and conduct a job interview
- Teamwork and group dynamics
- How to develop a business idea

Bringing a Product or Service to Market- 24 hours

In teams of approximately 5 students, teams will brainstorm and create an idea of a product or service. Using techniques learned about digital communication and marketing, each team will develop a brand and an advertising campaign, including a promotion plan and a sample brochure. Each team will be given a budget and will learn how to allocate finances within the budget to promote their product or service. At the conclusion of the course, each team will give a final presentation, using public speaking skills learned and practiced throughout the course, to pitch their business idea and promotion plan to the rest of the class. The winning team will receive a prize during their graduation ceremony.

- Social Networking (FB, Twitter, YouTube, blogging etc.) and business writing skills
- The modern consumer (incl. negotiating in English)
- Financial management
- Public speaking and pitching a business plan (elevator pitch)
- Advertising, marketing, branding
- Guided project work
- Presenting final project

MINIMUM LEVEL: B1

INTERNATIONAL CLASSES: 15-20 STUDENTS

MINIMUM AGE: 14-17

PRICE: £50.00 per week

MINIMUM NUMBER OF STUDENTS TO RUN THE COURSE: 12