

# **Young Manager Course**



## **30 Hours of Interactive Lessons Over Two Weeks**

This course is aimed at developing speaking, listening, and negotiation skills, improving fluency and interaction, expanding vocabulary and expressions for practical use, and learning business writing skills useful in an academic and business context.

This 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.

Students will brainstorm and create an idea of a product or service as part of a project management group. 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. Students will be given a budget and will learn how to allocate finances within the budget to promote their product or service.

## **Learning Objectives**

- To develop personal skills of CV building, group dynamics, and entering the business world.
- To understand the process of bringing a product or service to market
- To identify advertising strategies, financial opportunities, and the modern consumer
- To develop public speaking and negotiating skills
- To explore and understand risk management

## **Learning Outcomes**

By the end of the program, students will have:

- An understanding of basic skills needed for business and entrepreneurship
- Practiced public speaking and group management
- Learned financial management techniques
- Examined advertising, marketing, and branding methodology
- Practiced soft skills and groupwork.

**MINIMUM LEVEL: B1**

**INTERNATIONAL CLASSES: 15-25 STUDENTS**

**AGE RANGE: 14+**

**PRICE: \$75 USD per student, per week\***

**MINIMUM NUMBER OF STUDENTS TO RUN THE PROGRAMME: 15**

*\*Price includes 30 hours of lessons in the topic*