

BUSINESS & LEADERSHIP

Wycliffe Hall



Overview

DURATION: 2 Weeks

LESSONS: 20 hours per week

LEVEL REQUIRED: Intermediate or above

TIME TO SHINE: Product design and launch, with sales pitch

SUITABLE FOR FUTURE STUDY: Business; Finance, Marketing; Management

Business & Leadership has been designed for aspiring entrepreneurs and the industry leaders of the future. The course focuses on Business Skills, Business Knowledge and Leadership. Throughout the course, students will participate in assignments which develop their understanding of how businesses work in practice, so they can actively apply what they have learned during their stay.

Course Objectives

- To gain a better understanding of core business concepts relating to setting up a company, including budgeting and finance, marketing, sustainability and growth
- To combine contemporary theory with real-world application, through a focus on case studies and a visit to a thriving, successful business model
- To use analytical reasoning and critical evaluation skills to adopt competitive strategies
- To enhance leadership and communication skills, and deliver effective arguments in a range of different contexts
- To develop effective presentation skills, to deliver the perfect sales pitch
- To improve all-round confidence in using English communicatively

Course Schedule

Week 1	Week 2
1.1 Introduction to the Course 1.2 Types of Businesses	6.1 Disrupting the Market 6.2 Project: Designing a Business
2.1 New Economies 2.2 Project: Designing a Business	7.1 SWOT Analysis 7.2 Project: Designing a Business
3.1 The Sharing Economy 3.2 Project: Designing a Business	8.1 Finances: Breaking Even and Profits 8.2 Project: Designing a Business
4.1 Marketing and Advertising 4.2 Project: Designing a Business	9.1 Branding 9.2 Project: Designing a Business
5.1 Time to Shine 5.2 Review	10.1 Time to Shine 10.2 Review

Please note the above is given as an example, and is subject to change.

