

INTRODUCTION TO BUSINESS

SBC at Wellington College



Overview

DURATION: 2 Weeks

LESSONS: 2 x 90 minutes per day; 5 days a week

LEVEL REQUIRED: Intermediate and above

SUITABLE FOR: All students with an interest in business, marketing or finance

Introduction to Business helps students gain an insight into key concepts in international business, developing both their theoretical and practical knowledge of business practice. This dynamic course has been designed especially for 11 to 15-year-old students, and teaches the essentials of business through weekly Time to Shine projects, in which students create a product and pitch their creation to a panel of experts for investment. In doing so, students will develop their business knowledge, English language fluency and a range of transferable skills that are beneficial to their future learning.

Course Objectives

- To develop knowledge of core business concepts relating to setting up a company, including finance, marketing, branding, market research and product design
- To understand what makes a business successful, through the analysis of real-life business models
- To improve presentation skills, and nurture effective teamwork and communication skills
- To improve all-round confidence in using English communicatively

Course Schedule

Week 1	Week 2
1.1 Introduction to the Course 1.2 The Sharing Economy	6.1 Businesses of the Future 6.2 Business Project (1)
2.1 Presentation Skills 2.2 Business Project (1)	7.1 SWOT Analysis 7.2 Business Project (2)
3.1 Finances in Business 3.2 Business Project (2)	8.1 Market Research 8.2 Business Project (3)
4.1 Branding and Marketing 4.2 Business Project (3)	9.1 Business Plans 9.2 Business Project (4)
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.