



Mini MBA™

Earlscliffe



At a Glance

Earlscliffe

Ages: 15-17 years

Lessons:

20 hours per week (x60 mins)

English Level:

B2+ (Upper-Intermediate)

Duration: 2 weeks

Special feature: Visit to the Bank of England or the Museum of Brands

"The Mini MBA™ was the most challenging summer course I have ever attended, but it was also the most fun and interesting experience." – **Flavia, Romania**

Mini MBA™

Sample Timetable

	Saturday	Sunday	Monday	Tuesday	Capital Wednesday™	Thursday	Friday
07:30	Wake up, room inspections and breakfast						
09:00	Arrival & departures throughout the day Dodgeball Baking	Trip to Windsor Castle and boat tour on the Thames	Lessons 1 & 2 Introductions & mentality of an entrepreneur	Lessons 1 & 2 Language: Types of businesses	High speed train to London: Tower of London, the Museum of Brands and Covent Garden	Lessons 1 & 2 Language: Accounting and finance	Lessons 1 & 2 Theory: Products and marketing
10:30	Morning break		Morning break			Morning break	
10:45	Football Table tennis Baking Board games Badminton		Lessons 3 & 4 Theory: The business model canvas	Lessons 3 & 4 Theory: Customers and segmentation		Lessons 3 & 4 Theory: Financial modelling	Lessons 3 & 4 Language: Delivering effective presentations
12:15	Lunch		Lunch			Lunch	
13:15	Trip into Ashford Outlet Centre		Lessons 5 & 6 Presentations: Delivering a pitch for a first iteration of a product	Lessons 5 & 6 Task: Creating a landing page for a product		Lessons 5 & 6 Task: Create a basic database to run a company	Lessons 5 & 6 Task: Give a presentation about your favourite entrepreneur
15:15			Afternoon break			Afternoon break	
15:45		Afternoon activities Beach games: ultimate frisbee, touch rugby, capture the flag...	Afternoon activities Talent show preparation		Afternoon activities Visit Folkestone in small groups	Afternoon activities Rounders Basketball Football Baking	
17:00	Free time						
18:00	Dinner						
19:30	Welcome party and games	Film night and popcorn	Casino night	'Earlscliffe's Got Talent' show	Table tennis, basketball & movie night	Laser tag trip	Hawaiian disco night
22:00	In houses						

This is an example timetable and may be subject to change beyond our control.

Course Content

General Topics Covered:

- ✓ Entrepreneurship, tech & start-ups.
- ✓ Marketing & products.
- ✓ Management, organisation & leadership.
- ✓ Economics & global business.



Course Objectives

- ✓ Creating a prototype of a product which could theoretically be taken to market.
- ✓ Designing materials to market products in a digital world.
- ✓ A deeper understanding of the accounting processes and costings of business.
- ✓ An increased awareness of modern business and start-ups.
- ✓ Understanding the international economic landscape.
- ✓ Developing the language skills for presentations, negotiations and meetings.



GET

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