



SBC

COURSE OVERVIEW

Foundation in Business

12-16yrs



📍 SBC at Eton College



SBC at Eton College

Ages: 12-16

Duration: 2 weeks

English Level: B1+

At a Glance

Shaping Tomorrow's Business Leaders

Our two-week Foundation in Business course immerses students in the essentials of business strategy, financial literacy, and organisational leadership. Designed for students eager to understand the fundamentals of business, this programme provides hands-on learning experiences where students explore the real-world applications of economics, marketing, and strategic planning.

The course emphasises practical, scenario-based learning, equipping students with a deep understanding of how businesses operate and adapt in a rapidly changing global environment. You'll study essential topics like market dynamics, branding, and financial management, while developing the critical thinking skills needed to make informed decisions. Engaging simulations,

case studies, and entrepreneurial projects help students bring theory into practice, providing insight into the challenges and rewards of the business world.

By the end of the course, you'll have gained the knowledge, confidence, and insight to approach business challenges strategically and lead with impact. Join us at Eton College this summer to take the first step toward a future in business and leadership, and start building the skills that will set you apart.

Sample Timetable

WEEK ONE TIMETABLE

	TUESDAY	WEDNESDAY	THURSDAY	SATURDAY	SUNDAY
8:45-9:00	Morning Assembly				
9:00-10:30	Subject Lesson 1 Introduction to Business: learn what business is and how companies make money.	Subject Lesson 1 Explore different types of businesses and what makes them unique.	Subject Lesson 1 Fundamentals of marketing: discover how companies attract customers and create brands.	Subject Lesson 1 The basics of entrepreneurship: what it takes to start and run your own business.	Subject Lesson 1 Consumer behaviour: learn why people buy products and how to predict customer needs.
10:30-10:50	Break				
10:50-12:20	Subject Lesson 2 Introduction to financial literacy: budgeting, saving, and managing money wisely.	Subject Lesson 2 Team building activity: work together to create a mock business idea.	Subject Lesson 2 Market research basics: learn how companies study trends and customer feedback.	Subject Lesson 2 The power of negotiation: practice skills to get the best deal in business.	Time to Shine Ceremony
12:20-13:20	Lunch				
13:20-15:00		Subject Lesson 3 Problem-solving workshop: learn to tackle challenges and find creative solutions.	Subject Lesson 3 Career paths in business: explore exciting job options in the business world.	Subject Lesson 3 Reflection on learning: discuss what you've learned and how to apply it in the future.	

WEEK TWO TIMETABLE

	TUESDAY	WEDNESDAY	THURSDAY	SATURDAY	SUNDAY
8:45-9:00	Morning Assembly				
9:00-10:30	Subject Lesson 1 Economics basics: learn about supply, demand, and how markets work.	Subject Lesson 1 Global business: explore how companies operate worldwide and manage cultural differences.	Subject Lesson 1 The role of leadership: understand different leadership styles and their impact on teams.	Subject Lesson 1 Intro to digital marketing: learn about social media and online promotion.	Subject Lesson 1 Financial statements: understand profit, loss, and the basics of business finance.
10:30-10:50	Break				
10:50-12:20	Subject Lesson 2 Team project: work in groups to develop a business plan and pitch.	Subject Lesson 2 Sustainability in business: learn about eco-friendly practices and why they matter.	Subject Lesson 2 Risk management: discover how businesses identify and handle risks.	Subject Lesson 2 Customer service: practice techniques for providing excellent customer experiences.	Time to Shine Ceremony
12:20-13:20	Lunch				
13:20-15:00	Subject Lesson 3 Problem-solving workshop: learn to tackle challenges and find creative solutions.	Subject Lesson 3 Career paths in business: explore exciting job options in the business world.		Subject Lesson 3 Reflection on learning: discuss what you've learned and how to apply it in the future.	





Course Objectives

Foundation in Business has been designed for students aged 12-16 who aspire to make a difference in the world of business. At Eton College, we recognise the importance of equipping young leaders with the business acumen, ethics, and confidence needed to thrive in a competitive global landscape. This course introduces core principles in business and leadership, preparing students to become resourceful, impactful future leaders.

Module 1

Introduction to Business Fundamentals and Market Analysis

Explore essential business concepts, including market dynamics, financial literacy, and economic impacts. Through practical exercises, students gain insight into market trends and identify opportunities within diverse business landscapes.

Module 2

Strategic Leadership and Ethical Decision-Making

Examine leadership principles within business, focusing on ethics, team management, and conflict resolution. Students build skills in making profit-driven, purpose-aligned choices through real-world scenarios and group exercises.

Module 3

Entrepreneurship and Innovation

Discover the fundamentals of entrepreneurship, from idea generation to risk management. Students apply marketing, planning, and financial strategies to develop business plans, transforming ideas into actionable projects.



Previous projects include:

EcoEnterprise: A Sustainable Business Model for Reducing Waste in Urban Areas

A project in which a student developed a business plan focused on sustainable practices and waste reduction, highlighting innovative approaches to balancing profit and purpose.

This project offered students the chance to showcase their understanding of business strategy, financial literacy, and entrepreneurial thinking, and to demonstrate their ability to think creatively, make strategic decisions, and present ideas confidently.



Time to Shine

For your Time to Shine project, you'll put your learning into practice by designing a business plan or innovative solution that addresses a specific market need or social issue. Whether it's a sustainable business model, a new tech solution, or a community-centered initiative, students will present their ideas to a panel of peers and instructors in a culminating presentation.



Our Approach to Your Learning

Designed to foster independent thought, ethical judgment, and collaboration. We blend theoretical instruction with real-world applications, allowing students to engage deeply with business concepts, build their leadership skills, and develop their own entrepreneurial ideas. With guidance from experienced mentors, students gain the skills to lead confidently, make responsible decisions, and prepare for future business challenges, both in school and beyond.



Academic Content

20 hours of subject-specific academic content per week with a subject tutor, delivered through interactive and hands-on lessons.



English Level

Students require a minimum English level of B1+ to enrol onto this programme.



Secure your place



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