



SBC

COURSE OVERVIEW

# Future Business Leaders

13-16yrs



📍 Headington Oxford



## Headington Oxford

Ages: 13-16

Duration: 2 weeks

English Level: B1+

### At a Glance

## Empowering the Next Generation of Business Innovators

Our two-week Future Business Leaders course is crafted for ambitious students ready to dive into the fast-paced world of business. This programme offers a deep dive into key business disciplines, including entrepreneurship, marketing, and financial strategy, equipping you with the knowledge and skills to thrive in any business environment.

The course emphasizes innovation and strategic leadership. You'll be challenged to think critically and creatively as you tackle real-world business problems and develop strategies that could shape the future of industries. Through interactive workshops, case studies, and business simulations, you'll gain practical experience that mirrors the challenges faced by today's business leaders.

Collaboration and networking are integral parts of this experience. You'll work in teams to develop business plans, pitch ideas, and analyse market trends, learning to navigate the complexities of

teamwork and leadership in a corporate setting. These collaborative projects are designed to sharpen your decision-making skills and enhance your ability to lead diverse teams.

In addition to technical business skills, the course also focuses on personal development, helping you build the confidence, resilience, and adaptability needed to succeed in the business world. You'll engage with industry professionals who will share their insights and experiences, providing you with a real-world perspective on what it takes to lead in today's competitive market.

By the end of the course, you will have a solid foundation in business principles and the leadership skills to drive success in any endeavour. Join us at SBC this summer, and take the first step toward becoming a future business leader ready to innovate and excel in our increasingly interconnected world.

## Sample Timetable

### WEEK ONE TIMETABLE

8:45-9:00	Morning Assembly				
9:00-10:30	<b>Business Knowledge</b> Types of Business	<b>Business Knowledge</b> New Economics	<b>Business Knowledge</b> New Economics	<b>Business Knowledge</b> Marketing and Advertising	<b>Business Knowledge</b> Disrupt the market
11:00-12.30	<b>Time to Shine Preparation Project</b> Sales and Marketing	<b>Time to Shine Preparation Project</b> The sharing Economy 1	<b>Time to Shine Preparation Project</b> The sharing Economy 2	<b>Time to Shine Preparation Project</b> Financial Control	<b>Week One</b> Time to Shine Ceremony

### WEEK TWO TIMETABLE

8:45-9:00	Morning Assembly				
9:00-10:30	<b>Business Knowledge</b> Business Modelss	<b>Business Knowledge</b> SWOT Analyses	<b>Business Knowledge</b> SWOT Analyses	<b>Business Knowledge</b> Brand Identity	<b>Business Knowledge</b> Exponential growth
11:00-12.30	<b>Time to Shine Preparation Project</b> Customer research	<b>Time to Shine Preparation Project</b> Businesses of the future 1	<b>Time to Shine Preparation Project</b> Businesses of the future 2	<b>Time to Shine Preparation Project</b> Target customers	<b>Week Two</b> Time to Shine Ceremony





## Course Objectives

An innovative programme designed for ambitious students aged 13–16 who are eager to explore the world of business. We believe that leadership and entrepreneurial skills are essential for success in any career. This course introduces you to the fundamentals of business, including management, marketing, and finance, through engaging lessons and practical projects. Whether you're aspiring to start your own company or lead within an organisation, Future Business Leaders will equip you with the knowledge and skills to pursue your goals.

### Module 1

#### Entrepreneurship & Innovation

Discover the essentials of entrepreneurship by exploring how to turn innovative ideas into successful business ventures, from brainstorming to business planning, with interactive activities and case studies to help you develop your own business ideas.

### Module 2

#### Fundamentals of Marketing and Branding

Learn the fundamentals of marketing and branding by identifying target audiences, creating marketing strategies, and developing a strong brand identity, with practical exercises like designing campaigns and analysing successful brands.

### Module 3

#### Understanding Business Finance and Management

Explore the basics of business finance and management, including budgeting and financial planning, through simulations and team projects that help you practice making financial decisions and managing resources effectively.



#### Previous projects include:

#### From Concept to Reality: Launching a Youth-Focused Fitness App

A project where students created a business plan for a fitness app tailored to teenagers, including features like personalised workout plans and social challenges, designed to engage a younger audience in healthy living.

This project is your opportunity to step into the shoes of a real business leader, bringing your ideas to life and showcasing your entrepreneurial spirit, innovative thinking, and persuasive communication skills.



## Time to Shine

For your Time to Shine project, you'll take on the role of a budding entrepreneur, where you'll develop a unique business idea from scratch. Whether it's a new app, a sustainable product, or a community initiative, this project will push you to think creatively and strategically. You'll pitch your idea in a Shark Tank-style presentation, convincing your peers and instructors that your business has what it takes to succeed in the real world.



## Our Approach to Your Learning

Designed to be both practical and inspiring. We combine foundational business theory with real-world applications to help you develop the skills necessary for success in the business world. Our experienced teachers guide you through interactive lessons, group projects, and simulations that encourage creative thinking, problem-solving, and leadership. Whether you're working on a business plan or developing a marketing strategy, our supportive learning environment will help you build confidence and prepare you for future success in any business endeavour.



## Academic Content

15 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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