









Business Management Essentials



Course overview



 Ages:	16 and above	 English level:	Intermediate B1+ and above		
 Duration:	4 weeks	 Academic info:	15 hours per week	 End of course certificate:	

 **Available in:** London Greenford, Malta, Dubai, Toronto

 **Start date:** 8th Jan, 29th Apr, 19th Aug, 9th Dec 2024



Course description:

By teaching the key concepts of business, marketing and finance, budding entrepreneurs can get an insight into their futures as to have a successful career in business or start up their own company.

Students are provided with a collaborative and interactive learning environment and get to immerse themselves in creative project work such as launching a new product or filming a short advertisement. At the end of each week, all students will present, putting the business tools they have learned to use. Classes are small, providing ample opportunities for students to develop their skills.



What you'll learn:

You may look at several of the different topics during the week.

- Personal branding – CV, social media etc.
- Interview preparation, time management and presentation skills.
- Understand different methods of traditional advertising and branding.
- Develop and evaluate a basic marketing plan and present it.
- Understand the aims, objectives and benefits of running your own business.
- Understand external and internal sources of finance.
- Understand the role of social media in start-ups.



Final Presentation

The final project is a presentation of a business plan for a new business or a marketing plan for a new product.



Sample Timetable

E.g. Week 1



	Monday	Tuesday	Wednesday	Thursday	Friday
Session 1	What is my personal brand? Writing a CV and understanding what careers might interest you.	The Marketing Plan Understand different methods of traditional advertising and branding.	Entrepreneurship Understand the aims, objectives and benefits of running your own business.	Project work Form project groups – brainstorm ideas for a new business idea.	Practice and refine project work and presentations.
Session 2	Developing time management techniques.	Analyse and existing advert or brand and present your ideas and justifications.	Understand external and internal sources of finance. Understand the role of social media in start-ups.	Develop your presentation skills. Continue planning launch of your new start-up business and brand.	The Final Pitch!