

INSPIRING MINDS SINCE
2012
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IMMERSE EDUCATION

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EDUCATION

Business Management

SYLLABUS OVERVIEW

13-15 YEARS OLD

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About the Programme

The aim of these introductory programmes is to provide participants with academically challenging content in a classroom environment based on the university style of learning. Through academic sessions, the programmes also offer young students unique and valuable insights into what it would be like to study their chosen subject at an advanced level.

This Syllabus Overview provides a summary of the topics and subject areas that participants can encounter during their studies with Immerse. It has been carefully created by our expert tutors who are members of faculty at world-leading universities, and who have experience in teaching undergraduate students.

Academic Sessions

The academic sessions at Immerse are arranged into modules to enable participants to explore a broad range of topics over the course of their programme. The modules included in this syllabus overview are indicative but not prescriptive. Tutors are encouraged to include their own specialisms and also focus on any particular areas of interest expressed by participants within the class. They may choose to provide further detail on a specific topic, or they may include new material and information that builds on the knowledge already developed during the programme.



Personal Project

Each programme includes an element of individual work, generally termed the 'Personal Project'. This can take many forms but is commonly an essay or presentation delivered on the final day of the programme. Participants will receive feedback on this work which may also be mentioned in the participant evaluation which is provided in writing by the tutor once the programmes have ended.



Preparatory work

Some tutors may ask participants to complete some preparatory work, such as reading or a series of exercises in advance of the programme. Participants are strongly encouraged to complete this work since it will be included in the opening sessions of the programme. Any preparatory tasks will be provided in advance of the programme directly to the participant.

Academic Difficulty

As all of our programmes are designed to provide a unique introduction to advanced material, the syllabus will be academically challenging at times. This is something to be excited about and all of our tutors will encourage and support participants throughout the programme. Immerse Education aims to develop every participant regardless of ability, and our tutors will adapt their teaching to individual needs.

Aim of the Management Programme

The management summer school is designed for budding young entrepreneurs and business leaders. You will develop your knowledge of key management theory and how this relates to the real-life mechanics of building a successful enterprise through a programme taught by expert MBA graduates. The Immerse Education Management summer programme will introduce you to key management theories and case studies, learning about the principles and practices required to be successful in both building a business and managing a team. Through classes based on the Harvard Business School case study model of teaching, you will explore different industries, brainstorm ideas and opportunities, and reflect on the successes of real-life businesses and entrepreneurs.



Introduction to Business Management

What is management? And how does this relate to not only starting a business, but maintaining and growing a business as well? In this introductory session, you will explore the components, processes and objectives of management practice. In addition, you will examine how policies, practices and systems influence employee behaviour, attitudes and performance, and the subsequent managerial tools that can be deployed. You will also be introduced to case studies as a method for testing management theory in practice. The case study method is a proven method established at leading business schools, such as the world-famous Harvard Business School.

How to Evaluate a Business Idea

Not every idea is a good one. So, what makes a good business idea? In this module, you will be introduced to key management frameworks for evaluating business ideas. In addition, participants will examine case studies relating to different business ideas, and determine what helped to make them a success or failure. The module will explore topics such as identifying a target market, competition, and feasibility. In the process, each student will learn not only how to think logically about an idea, but also how to think creatively – by coming up with their own business idea.



Marketing

Marketing is concerned with how organisations both create and capture value from customers. This module will explore two key areas: marketing strategy and consumer behaviour. Marketing strategy focusses upon exploring how businesses determine who their target customer base is, and how they should reach them. This will be explored through case studies relating to how businesses have historically marketed themselves, and how businesses have adapted to online marketing. We will also introduce some of the key tools, such as Google Analytics, that leading companies use these days to analyse and report on customer behaviour. This module will also explore social media marketing, and how this is used to build brands, increase sales, and drive web traffic.

Unique Academic Enrichment Programmes



Corporate Leadership

Do you want to be a leader of an organisation? From corporations, to charities to government bodies, all of these different types of organisation require exemplary leadership skills in order to succeed. This module will define what qualities make an excellent corporate leader, and will also focus on exercises to develop these qualities, including vision, courage, integrity, humility, strategic planning, focus, and co-operation. We'll explore case studies to demonstrate what constitutes good or bad leadership.



Raising Capital

In the world of startups, it's survival of the fittest. According to the Small Business Administration Office of Advocacy study, only 50 percent survive after five years – and only one-third make it to the 10-year mark. A lack of capital is one of the primary reasons startups fizzle within the first few years, so learning the ins and outs of acquiring money and promoting a company can help ensure a successful business. From seed investment through to Series A to B, C and beyond, we will explore the funding cycles synonymous with startup success, learning through an exciting mix of examples.

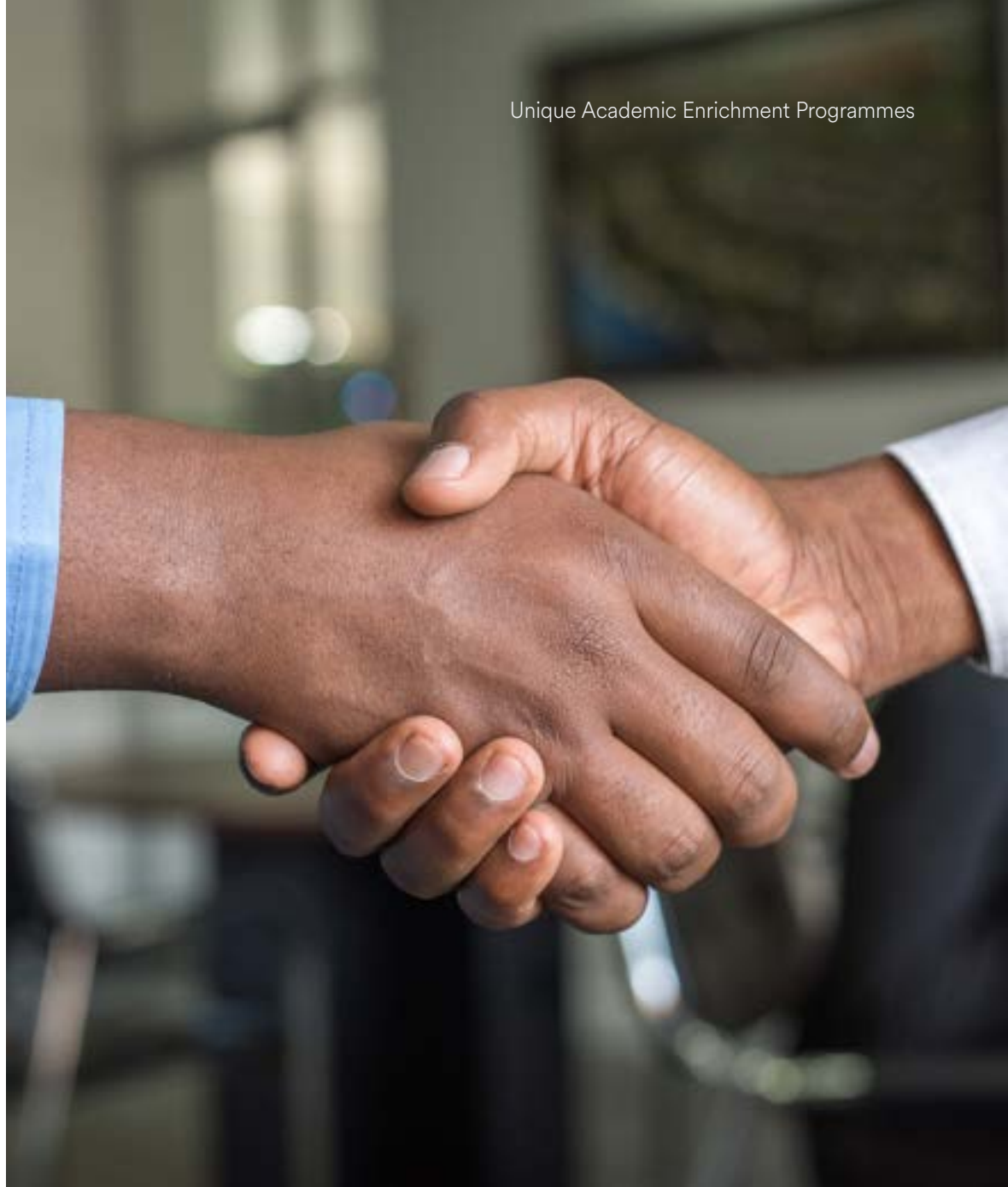


How to Beat Your Competition

Competition is the rivalry between companies selling similar products and services with the goal of achieving revenue, profit, and market share growth. Market competition motivates companies to increase sales volume by utilising the four components of the marketing mix, also referred to as the four P's. These P's stand for product, place, promotion, and price. Knowing and understanding your competition is a critical step in designing a successful marketing strategy. If you are not aware of who the competition is and knowledgeable about their strengths and weaknesses, it's likely that another firm could enter the picture and provide a competitive advantage, such as product offerings at lower prices or value added benefits. We will explore the concept of direct competitors and indirect competitors and examine how different companies have reacted to competition.

Businesses in the 21st Century

Kongō Gumi, established in 578 AD, is the oldest, continually operating company in the world. But it's very rare for businesses to reach that longevity, and in this module, we'll explore why that is. We'll also explore a new breed of technology companies that have emerged in the 21st century.



Personal Project

Throughout the fortnight, participants will be working on their own personal project. Having been provided with a brief, participants should research and prepare a presentation for their peers. This will build upon an aspect of the theory that they have learnt over the course of the programme and is also an opportunity to showcase the practical skills they have developed. The presentation is followed by questions from the audience and wider class discussion of particular points of interest. The tutor may also include feedback about the presentation in the written evaluation which is sent to participants after the programme has ended.



OUR AWARDS AND ACCREDITATIONS



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