

# Business, Innovation & Entrepreneurship

**Syllabus Guide**  
For Ages 16 – 18



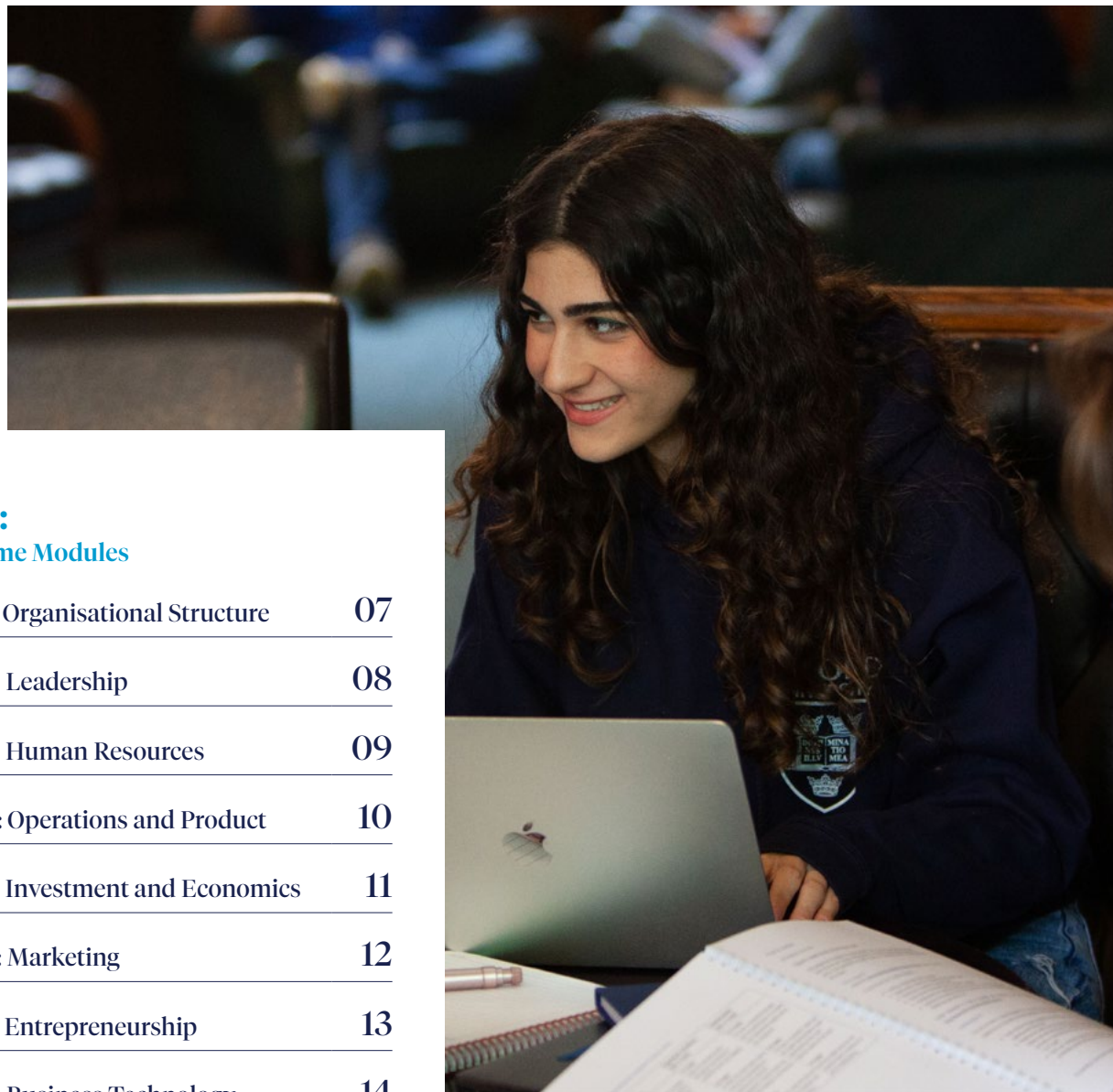
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# Programme Overview

**Ignite a lifelong passion for business, innovation & entrepreneurship, charting your path to success in today's highly competitive markets.**

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This course will guide you through the core principles of business and management, delving deep into organisational structure, effective leadership and decision making, and investment and economics. You'll learn from other companies' successes and failures, learning to effectively analyse case studies. Guided by a subject expert, you'll nurture the self-starter mindset essential to getting your own business off the ground and perfect your communication, problem-solving and project management skills. Finally, you'll put your knowledge to the test through a series of hands-on assessments, including opportunities to mastermind your own marketing campaign and pitch a compelling growth strategy.

## Who It's For

**Designed for ambitious students looking to confirm that a future in business is right for them, this course combines academic insight with plenty of practical experience, providing exclusive early insight into the calibre of tuition provided on an MBA or exceptional undergraduate Business programme.**

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It is also suitable for those expecting to join a family business, or set up a business of their own. You'll accrue a wealth of hands-on experience, connections, and excellent interpersonal skills, guaranteed to wow future employers and collaborators wherever your true passion lies.



*Upon completion of this programme  
at Oxford Royale, you will:*

1. Understand the core principles of business management, early-stage innovation and entrepreneurial behaviours that drive value creation.
2. Be able to construct a well-developed marketing campaign, and understand strategies for product positioning, target audience segmentation, pricing, promotion, and distribution channels.
3. Understand the different responsibilities and functions within a business, and how technology is impacting the way businesses work.
4. Grasp the challenges entrepreneurs and businesses face and be able to strategise and present innovative solutions.
5. Have gained experience critically analysing the success of a business and marketing campaign, as well as the challenges businesses face in the modern world.
6. Have developed business modelling, teamwork, creative thinking, presentation, and leadership skills.

## *During the programme you will also develop a number of core skills:*

- 1. Collaborate with international peers:**  
Work with global peers and hone your communication and teamwork skills through workshops and group projects.
- 2. Develop problem-solving skills:**  
Enhance your critical thinking and problem-solving abilities with daily lessons and workshops.
- 3. Build confidence:**  
Thrive in a supportive environment, think creatively, share ideas, and discover your strengths.
- 4. Showcase your success:**  
Showcase achievements, explore peer projects, and engage in critical discourse during subject challenges and Exhibition Days.
- 5. Gain a taste of independence:**  
Manage your assignments and schedule while exploring a new location with new friends and staff support.





## How You'll Learn

Our Business, Innovation & Entrepreneurship programme transcends traditional classroom learning, offering a blend of seminars, lectures, case-based learning, and simulated business scenarios.

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You will participate in hands-on learning experiences that replicate the experience of attending business school, as well as having the opportunity to collaborate with real industry experts.



### *Teaching methods include:*

1. Hands-on experience, such as marketing campaign design and building a business strategy.
2. Case study analysis
3. Academic workshops
4. Project assignments and simulated professional scenarios
5. Presentation and soft skills development
6. Lectures from esteemed professionals and / or academics related to the subject
7. Seminars



## *Module 1:*

# Organisational Structure

Organisational structure refers to the layout of a company's hierarchy of authority, roles, responsibilities, and communication channels. Throughout this module, you will learn why having a clear organisational structure is essential to ensuring your business' success and how to build a system of highly effective teams and individuals that will maximise personal and collective strengths. You'll gain a sound foundation in resource allocation, scalability, and strategies for producing a robust company culture and values, all while exploring the pathways available to those who develop expertise in organisational structure such as consultancy and operations management.



## *Module 2:*

# Leadership

Leadership is arguably the most important contingent of any functioning organisation; without an effective leader or leadership team, companies crumble. In this module, you will explore the elements of successful leadership, learning about various approaches and their respective benefits and drawbacks. You will examine psychological paradigms such as Maslow's hierarchy of needs and McGregor's theory, effective strategies in cross-cultural communications and decision making, and case studies focussing on the leadership styles of famous entrepreneurs. Finally, put theory into practice with activities such as designing an operational strategy for a company looking to expand its operations into a new country, which could include designating an appropriate leadership style and hierarchy structure.



### *Module 3:*

## Human Resources

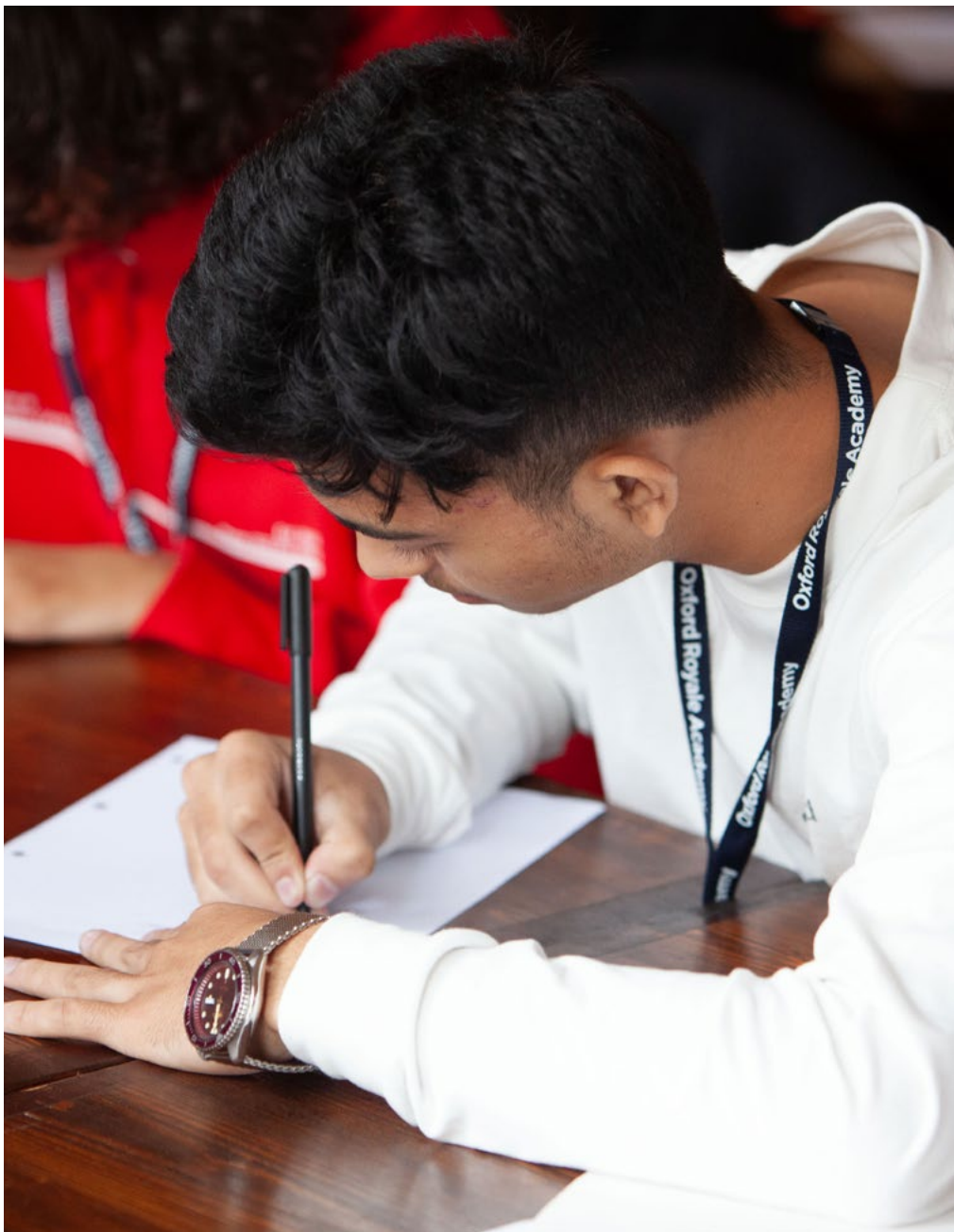
Human Resources (HR) is the department responsible for the hiring, administration and training of staff, as well as the wellbeing of all employees. Throughout this module, you will learn about why HR is such a vital department within any business, honing in on the intricacies of the recruitment and selection process, how to stand out in interviews, the place of employment laws in effective HR management, and the growing role of AI in HR. After examining a case study of organisational recruitment strategy, you will learn to devise selection strategies for a range of different job positions, and critically examine job applications.



## *Module 4:*

# Operations and Product

Operations refers to the day-to-day activities that a company engages in to produce goods or services. Forming the backbone of any business, this department is responsible for maximising efficiency and delivering services to customers. This module will walk you through the factors that can lead to business success or failure in the area of operations and product, before introducing you to the fundamentals of production, including product development and the manufacturing and distribution processes. You will then learn about the financial side of operations, including the importance of maintaining a positive cash flow in business, as well as product pricing strategies. Finally, supported by several case studies of prominent organisations, you'll consider the factors that go into selecting advantageous premises – i.e., the physical locations where a company conducts its operations – for maximising operational efficiency.



## Module 5:

# Investment and Economics

A sound understanding of investment and economics is essential to success in the modern business world. While investment refers to the process of dedicating resources – usually money – to certain assets with the aim of earning a profit in the future, economics is concerned with the creation, use, and transfer of wealth. In this module, you will scrutinise the principles of microeconomics – which looks at how individual businesses behave, how they make decisions, and how these decisions affect others – and macroeconomics – how the economy as a whole behaves on national and global scales – including the impact of investment on the economy. You'll then explore the dynamics of supply and demand, before diving into the booming financial technology (fintech) industry and its colossal impact.



## Module 6:

# Marketing

Throughout this module, you will learn about the process of constructing a marketing campaign, including effective market research, sensitivity to socio-economic factors, and effective use of different marketing channels. You'll gain an overview of the different types of marketing, contrasting traditional and digital marketing methodologies. Then, you'll examine case studies of highly successful marketing campaigns, including the best print adverts of all time, as well as e-commerce case studies which exemplify effective problem-solving in marketing. By contrasting these with less successful examples, you'll gain a better understanding of what drives the success or failure of a campaign. Finally, you'll study influencer marketing, the strategic collaboration between companies and individuals who have a strong influence over a certain target audience. Scrutinising the background of this powerful emerging trend, you'll learn to identify different influencer marketing tactics and dive deep into the role of these individuals in shaping brand perception.



## *Module 7:*

# Entrepreneurship

Entrepreneurship refers to an individual, or a small group of partners, who chart their own path to establish a business, actively pursuing an original venture and assuming the bulk of the associated risk. Throughout this module, you'll receive practical instruction in how to start your own business and all the factors that must be taken into account. You'll also delve deeper into the entrepreneurial mindset, which is crucial for preparing yourself for what is in store for you should you decide to make your mark with an original business venture.



## *Module 8:*

# Business Technology

This module will walk you through the use of new technologies to unleash businesses' potential in the digital age, enhancing efficiency, productivity, and competitiveness. You'll analyse the ways in which businesses are harnessing AI to streamline operations, weighing up the benefits of the technology with the ethical challenges it can present. You'll go on to put theory into practice as you partake in project management simulations. Finally, you'll examine the risk factors of using technology in business, including cybersecurity threats and strategies of prevention and mitigation.



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All information correct at the time of publication.