



**LITE Regal**  
EDUCATION

**CURRICULUM OUTLINE 2018**

**Business Summer Course in London or Cambridge**

Age : **15-18**

SUBJECT: **BUSINESS ENTERPRISE COURE 2018**

Credits: **3.5 or 7.5 ECTS (depending on acceptance by Institution**

Location: **London and Cambridge University**

Duration: **2 weeks – Intensive 40-45 hours + Field Visits**

<b>WEEK ONE</b>
Introduction to Business Skills/ Entrepreneurship & course outline
Business Studies and Economics Macro Economics. Micro Economics Company Start up Procedures in UK, Europe and Asia. Trade Boundaries and Regulation for Business Ltd vrs LLC vrs Sole Trader Company Law and Pitfalls in Company Law. Workshops: Individually and Groups Company Formation of LLC and PLC and Advantages of Each.
Research on current economic trends Discuss Leading World Entrepreneurs and how they made successful Business Eg Jeff Bezos (Amazon vrs Jack Ma (Alibaba Group) – “The Race to 500 Billion” Each Student to Present and Discuss their role model Business Leaders
Start-up business model How to Form a Company, IP – Intellectual Property and Registration of Logos eg Coca Cola and IP Disputes
New business ideas – Workshops Gains
Financial models – Discuss and think Creatively with Peers to Brain Storm New Business Ideas
Finance and start-ups Accounting Level 1 Business Start Up Plan Work Shop : Students Produce and Discuss Business Start Up Model and Business Plan to be approved by Bank
Developing financial model for start up
Marketing – Different Areas of Marketing – Computer Marketing, Google Ads, Social Media. Work Shop - Ideas Generation – Discuss Marketing Importance and Success and Failure of Enterprise through Lack Marketing Procedures
Marketing and development for start up

<b>Week summary</b>
<b>Assessment</b> presentation in groups of start-up work to date
Field visits to business are in Cambridge, London depending on Choice
Full day cultural trip to London including Google Campus, The City Financial District, Bank of England Shoreditch new business area. Young Guest Speakers who are Successful Entrepreneurs TBC – Implement and Instil Business Creativity
<b>WEEK TWO</b>
Introduction to communication & presentation skills
Group work and presentation feedback on communication & presentation skills Human Resources – how to Govern Human Resources and Management of Human Resources. Contractor vrs Freelancers vr Employees. Employment Law and Business Law
Work on start-up plans and presentation for <b>assessment – Brainstorm Business Ideas</b>
Introduction to leadership and entrepreneurship Business Management - Importance of Business Management, Finance and how to raise Finance – Crowd Funding. Eg of Successful Company Crowd funding, Failure of Company Crowd funding Workshops – Discussing and Watching Pitches Made for Crowd Funding. Students in Groups and Individual Make Motion for Crowd funding : Q and A
Workshop and discussion on notable business leaders & entrepreneurs Ideas Generation on Admirable traits of Successful Business and Entrepreneurs.
Cultural excursion/Trip to Oxford with dinner in restaurant
Introduction to Social media and 21st Century skills Accounting 2 Advanced Business Profit and Loss accounts. Why to File Profit and Loss Accounts. Implications and Off shore Company Formations
Business ethics Workshop – Ethics and morality in Business.
Presentation for <b>assessment</b> of start-up concept in Dragon’s Den
University tours – London / Cambridge and Oxford Colleges LSE /Kings / Imperial /Jesus /Clare Corpus Christie, Kings College Cambridge / Oxford Colleges
Careers and University choices

\*\*All students are assessed at the end of WEEK ONE, the method dependent on the subject. Any student how is shown to have difficulty with the studies will have a one to one with the subject tutor and an action plan will be created to help improvement. Students are assessed at the end of WEEK TWO and based on this a report to create to give them and school tutors signposting for future development