



# SUMMER BUSINESS SCHOOL LONDON



The Summer Business School offers intensive business and language integrated courses for students from all around the world.

You will be taught by experts that lecture on masters and MBA programmes, and supported by qualified language trainers, to help you maximise your understanding of this input. Through their combination of academic experience and professional exposure, you will gain fresh insights and perspectives on globally important topics, and be better able to discuss and evaluate them in English-language business contexts.

The business input is delivered through a combination of discussions, case studies and group projects that take you closer to a real business environment. The fully integrated language component will provide you with the industry specific language you require for your lectures, and provide you with the skills needed to communicate effectively in English in international business

## ADVANTAGES OF STUDYING AT THE SUMMER BUSINESS SCHOOL:

- Courses taught by highly qualified professional lecturers and trained language professionals
- Develop practical skills for your future career
- Ensure your ability to communicate in the global market place
- Experience high quality education in one of the world's most exciting capitals
- Network with like-minded people
- Enhance your CV
- Social activities in a vibrant and dynamic city





## PROGRAMME STRUCTURE

The full Summer Business School programme covers the following topics with all the language and skills you will require to fully participate in each component:

### Marketing & Strategy

4, 5, 6, 7 July 2017

Survival in the new media environment puts emphasis on intelligent use of marketing's essential tools. Throughout this course you will be introduced to the purpose, processes and methodologies of marketing strategy. You will develop a more informed understanding of the purpose of marketing planning while engaging with a variety of underlying issues – strategic, operational and tactical. You will explore how to plan, propose and evaluate strategy and processes in English, as well as how to make your opinions understood in multi-cultural discussions and meetings.

### Leadership & Management

11, 12, 13, 14 July 2017

Good management brings success whilst bad management may lead to bad business decisions. This course explores the key factors relevant to good business management. Students will test different approaches and real-life cases will be used to illustrate different strategic scenarios and outcomes. You will explore the language of leadership and discuss characteristics and models of culture in English. Evaluating challenge and development you will write strategy plans and reports and build on your language to be able discuss strategy at high levels in international organisations.

### Digital Media & Communications

18, 19, 20, 21 July 2017

Digital media's power and possibilities are endless. To implement the correct approach a company needs to take, appropriate strategies and digital platforms must be carefully considered. In this course you will examine the ultimate goals of different companies, taking into consideration the situations, products and services, whilst analysing the pros and cons of various new media approaches, ethical considerations and the future of media. You will explore the language to discuss and analyse change, how to describe consumer behaviour, make assessments and evaluations and how to make predictions, all alongside specific media and communication vocabulary.

### Global Business Environment

25, 26, 27, 28 July 2017

To succeed in international business you need a thorough understanding of different markets and economies, and across these, how people think and communicate. The success stories in this area, such as Shell, Zara, and Body Shop, have thrived not only through accurate business sense, but also by knowing exactly how to tackle new international ventures. This course examines case studies to develop your analytical skills and critical thinking by exposing you to new ideas. You will discuss cultural differences through the language of contrasting and comparing and develop your English to discuss the role of culture in business and society.





## LOCATION AND CAREER SERVICE

This year, will be holding its Summer Business School right in the heart of London . You will receive your course at their facilities in those cities.

Additional service, every Monday: Why not use our exclusive career service? Available for onsite company visits, one-to-one careers advice, interview techniques, mock interviews, CV clinics, cover letter workshops and much more.

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## WHO IS IT FOR?

- Undergraduate students
  - Graduates - within a year of graduation
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## ENTRY REQUIREMENTS

Proof of English proficiency: IELTS 5.5 or equivalent or an internal online assessment test is available.

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