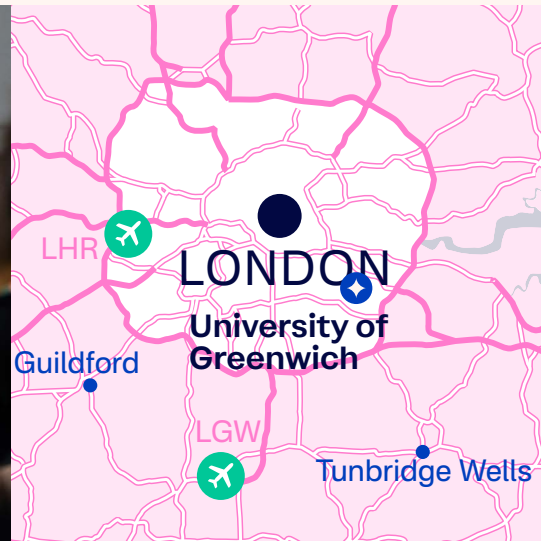


International Business

University of Greenwich - London



Our International Business course is ideal for ambitious young people, wanting to learn more about commerce

The Course

This two-week course expands students' knowledge of cross-border business.

Covering topics such as Cross-Cultural Competence, AI Disruption, and Global Financial Markets, this captivating programme is directed by seasoned business professionals and guest experts.

Key Facts

Facilitated by professionals and guest experts

15 contact hours weekly

Lectures, presentations, and practical workshops

Invigorating activities, business simulations, marketing campaigns, and business strategy formulation

Full afternoon, evening, and weekend social activities

Off-campus brand workshop

This course comprises

Workshops aimed at enhancing confidence and honing practical business skills

Guest speakers from global industries

An exclusive visit to a prominent London-based company

An insightful tour of the University, guidance on UK university applications for those considering further studies in business.

What you will learn

Business in a Global World

Intercultural Business Communication

International Marketing

From Manager to Leader: The Evolution

The Money Maze: Beyond Transactions

The Global Supply Chain

AI in the Global Business Landscape

Experience the Essence of British University Life!

Students will have the unique opportunity to engage with a representative from the University Admissions team. This session will provide invaluable guidance on the application process, pitfalls to avoid, and insights into crafting an impactful Personal Statement that universities look for.

Dates

30 June - 14 July

14 July - 28 July

28 July - 11 Aug

This International Business Course is tailored for students that

- » Are eager to acquire new competencies and soft skills for their prospective careers
- » Are aiming to channel their language skills into the world of international business
- » Are thinking about studying Business at a UK University



Course Benefits

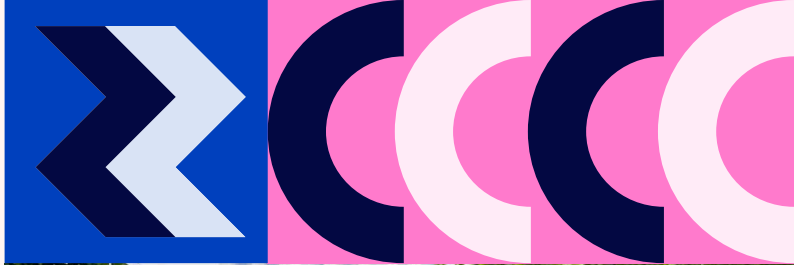
Future Readiness : This course prepares students for a complex business world, making them future ready

Skill Development : Students will gain critical skills like negotiation, cultural intelligence, ethical decision making, and entrepreneurship

Real World Engagement : Participants will have interactions with professionals, campus tours, and company visits as opportunities for real world exposure

Personal Growth : Students can explore and grow their self awareness, leadership, and personal growth throughout the course

Safe Exploration : The course offers a safe environment for teens to explore complex topics and gain clarity on their future aspirations



Sample International Business Timetable 2024

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
7:30	Breakfast							
9:00	Arrivals/Onsite Activities	Global Business	Cultural Intelligence	International Marketing	Global Products	Personal Statement Writing	Day Trip to Cambridge including Punting	
10:30		Break						
11:00		Global Business	Cultural Intelligence	International Marketing	Global Products	University Tour & Admissions Talk		
12:30		Lunch						
14:00		Company Visit in London	Greenwich Tour & Cutty Sark	London Transport Museum and Covent Garden Shopping	Onsite activities	Historic London! Tower Bridge & Tower of London; Return travel by boat		
17:30	Dinner							
19:30	British Quiz Night & Making Friends Games	Bayswater Challenge	International Food & Culture Night	Trash Fashion Show	Murder Mystery Night	Disco	Movie Night	
Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
7:30	Breakfast							
9:00	Oxford Street, Regent Street and Carnaby Street Shopping or Optional Extra (£) Visit to Harry Potter Studios	Modern London! Millennium Bridge and the Tate Modern	Onsite activities	Royal Walking Tour: Westminster, Big Ben & The Mall	Onsite Activities	South Bank Walking Tour, Graffiti Tunnel & London Eye	Full Day Excursion to Brighton including Brighton Pavilion	
12:30		Lunch						
14:00		The Money Maze: Beyond Transactions	Customer Profiling/ Sustainable Packaging Workshop in Notting Hill	From Manager to Leader - The Evolution	AI in Global Business	Global Entrepreneurship		
15:30		Break		Break				
16:00	Incubators & VC's - Guest Lecture		From Manager to Leader - The Evolution	AI in Global Business	Global Entrepreneurship			
17:30	Dinner							
19:30	Games Night	STEM Challenges	Capture the Flag	Karaoke & Talent Show	Escape Room	Graduation Ceremony & Disco	Movie Night	

*All activities are included in the programme. Prices for Optional Extras (£) available on request (Groups only)



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Agent Enquiries

Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.

For agent sales enquiries please contact us at
sales@bayswater.ac

