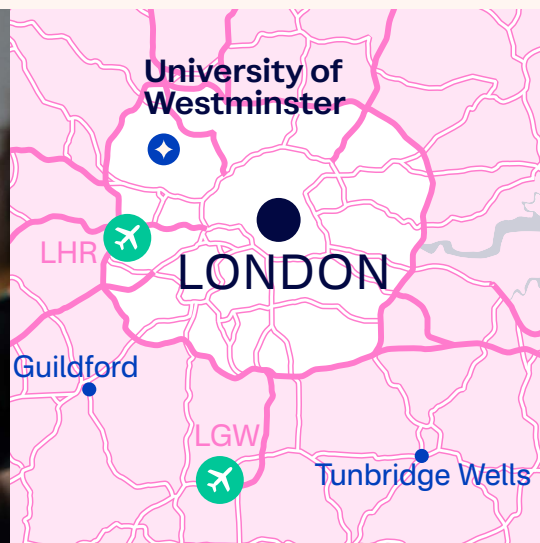


# International Business

University of Westminster - 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



Find out more at [bayswatersummer.com](https://bayswatersummer.com)

# 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   | Full Day Excur-<br>sion to Windsor<br>including Windsor<br>Castle    |
|                 |  | Break                               |  |   |                                   |  |  |
| Global Business |  | Cultural Intelligence               | International Marketing  | Global Products                                     | University Tour & Admissions Talk |  |  |
| 12:30           |  | Lunch                               |  |   |                                   |  |  |
| 14:00           |  | Company Visit in London             | Modern London! Millennium Bridge and the Tate Modern               | 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 | Hyde Park & Princess Diana Memorial | Onsite activities  | Royal Walking Tour: Westminster, Big Ben & The Mall | Onsite Activities                 | South Bank Walking Tour, Graffiti Tunnel & London Eye                  | Full Day Excur-<br>sion to Oxford<br>including Christ Church College |
| 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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