

Business Pioneers: Drivers of Success

WEEK 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls
AM 1 – General English (9.15- 10.45)		GE Lesson A <i>(Vocabulary and Speaking - Describing People; Making Small Talk)</i>	GE Lesson B <i>(Reading, Vocabulary and Speaking - Describing Objects/Products)</i>	GE Lesson C <i>(Debating Structure, Skills, Practice)</i>	GE Lesson D <i>(News and Views – find a news story, summarise it, present it)</i>	GE Lesson E <i>(Tense Review + describing life so far AND life in 10 years' time)</i>	Social Programme Activities
		Break	Break	Break	Break	Break	
AM 2 – Academic Study (11-11.45)		Day 1: Intros Lesson 1 Introductions and Course Expectations	Day 2: Entrepreneurship Lesson 3 Running a business The business model CANVAS	Day 3: Market Research Lesson 5 Market research + Designing a Questionnaire	Day 4: Money Lesson 7 Financial terms + Financial Projections	Day 5: Business Plan Meeting Lesson 9 Review and Reflection	
		Break	Break	Break	Break	Break	
AM 3 – Academic Study (12-12.45)		Lesson 2 Introduction to the Weekly Challenge How to invent a product	Lesson 4 Developing a business idea: Value Propositions, Target Customer and Distribution Channels	Lesson 6 Finding out what the public think	Lesson 8 The costs of running a business + Pricing strategies	Lesson 10 Business Plan Meetings + Regrouping and planning next steps	
12:45- 1.30pm		Lunch in Senate House	Lunch in Senate House	Lunch in Senate House	Lunch in Senate House	Lunch in Senate House	Lunch in halls
PM	Arrival & inductions	Social Programme Activities	Private Guided Tour of City of London Financial District. THEATRE	<u>Study Session 1: Business Meeting Prep</u> – dealing with questions	<u>Study Session 1: Business Meeting Prep</u> – effective and professional participation	Social Programme Activities	social Programme Activities
	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls

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WEEK 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls	Breakfast in Halls
		Day 6: Pitch Perfect	Day 7: Marketing	Day 8: The Power of Persuasion	Day 9: Professionalism and Promotion	Day 10: The Investor Pitches	
AM 1 – General English (9.15-10.45)	Full day excursion	GE Lesson F <i>(Vocabulary and collocations related to news and media)</i>	GE Lesson G <i>(The Power of Intonation – attitudinal; chunking etc.)</i>	GE Lesson H <i>(Grammar and Speaking: language for speculation and hypotheticals)</i>	GE Lesson I <i>(Vocabulary, Pronunciation and Speaking: offering constructive criticism)</i>	GE Lesson J <i>Review of the course + games</i>	Departure day
		Break	Break	Break	Break	Break	
AM 2 – Academic Study (11-11.45)		Lesson 11 Introduction to the Weekly Challenge: The Investor Pitch	Lesson 13 Making a persuasive sales pitch	Lesson 15 Design principles	Lesson 17 Looking and sounding professional	Lesson 19 Course Review and Reflection	
		Break	Break	Break	Break	Break	
AM 3 – Academic Study (12-12.45)		Lesson 12 Working in a team	Lesson 14 How things go viral	Lesson 16 Marketing: logos; flyers/posters; social media page/website; promo videos	Lesson 18 Speaking Persuasively + Pitch Practice	Lesson 20 Investor Pitches (+ Q&A + feedback)	
12:45-1.30pm		Lunch in Senate House	Lunch in Senate House	Lunch in Senate House	Lunch in Senate House	Lunch at Holland Park	
PM		Company Visit	Private Guided Tour of Canary Wharf & Docklands	The Investor Pitch: Create Social Media Page or Website	The Investor Pitch: Create Promo Video	The Graduation ceremony & Plenary Speaker	
	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls	Dinner in Halls	