



INTERNATIONAL
LANGUAGE CENTRES

Future Business Leaders Programme



In Partnership with Colchester Zoo

Marketing Seminar: Learn key strategies like targeting, SWOT analysis, and the marketing mix.



University of Essex

In Partnership with Essex University

Bloomberg Taster Session: Experience financial markets with a mock stock exchange.

Inspiring the Next Generation of **Business Leaders**

Take your first step into the world of finance with hands-on experience in **advanced learning environments.**

Why take the Future Business Leaders programme?



In today's world, effective communication in English is essential. However, young people must now prepare for a future where proficiency in English alone is not enough. This course is designed to not only enhance your English language skills but also deepen your understanding of the business world.

By combining English lessons with focused sessions on key business areas such as marketing, finance, and leadership, this program will boost your confidence and equip you for the challenges of tomorrow's workplace and beyond.

Who is this course suitable for?

This course is designed for young people of all backgrounds and nationalities, aged between 13 and 19 .

What are the benefits?

- ⊕ Develop a strong vocabulary for understanding and communicating on business topics.
- ⊕ Gain the fluency and confidence to engage in professional and business discussions.
- ⊕ Experience a modern business school environment and participate in expertly designed business sessions.
- ⊕ Enhance your presentation and public speaking skills, essential for success in the business world.
- ⊕ Improve critical thinking and problem-solving abilities, which are essential in today's fast-paced business world.
- ⊕ Learn from industry professionals and experienced educators who bring real-world business insights to the classroom.





What's included?

- ⊕ All tuition and materials
- ⊕ Guest speaker appearances
- ⊕ Workshops At Essex University and Colchester Zoo
- ⊕ Activities and Weekend Excursion to London or Cambridge.
- ⊕ Residential or Homestay Accommodation
- ⊕ Bus Passes
- ⊕ End-of-course Certificate

Sample Timetable

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9.00 -10.30	Induction and introduction to Business English	Entrepreneurship and start ups:	Project:	Vocabulary for finance and financial markets.	Dragon's Den	London Trip Canary Wharf Global Financial District The city of London Financial Core of UK Oxford Street World's Biggest High Street
11.00 -12.30	Vocabulary	Case studies and input lesson	Designing and marketing a new product	Understanding how the stock exchange works	Project Preparation	
	The local economy of Colchester and its place in the region and the UK	How to be a good public Speaker	Tourism: How Colchester markets itself and what its attractions are	Problem-solving and critical thinking skills	Dragon's Den	
		by a guest speaker		Project Presentation		
11.15-12.45	Introductory tour of Colchester's historic and cultural centre and CBD	Marketing challenge By Essex University Business School	Marketing: Colchester Zoo case study by Colchester Zoo	Bloomberg taster session (Mock Stock Exchange) By Essex University Business School	Marketing challenge: by Firstsite	



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