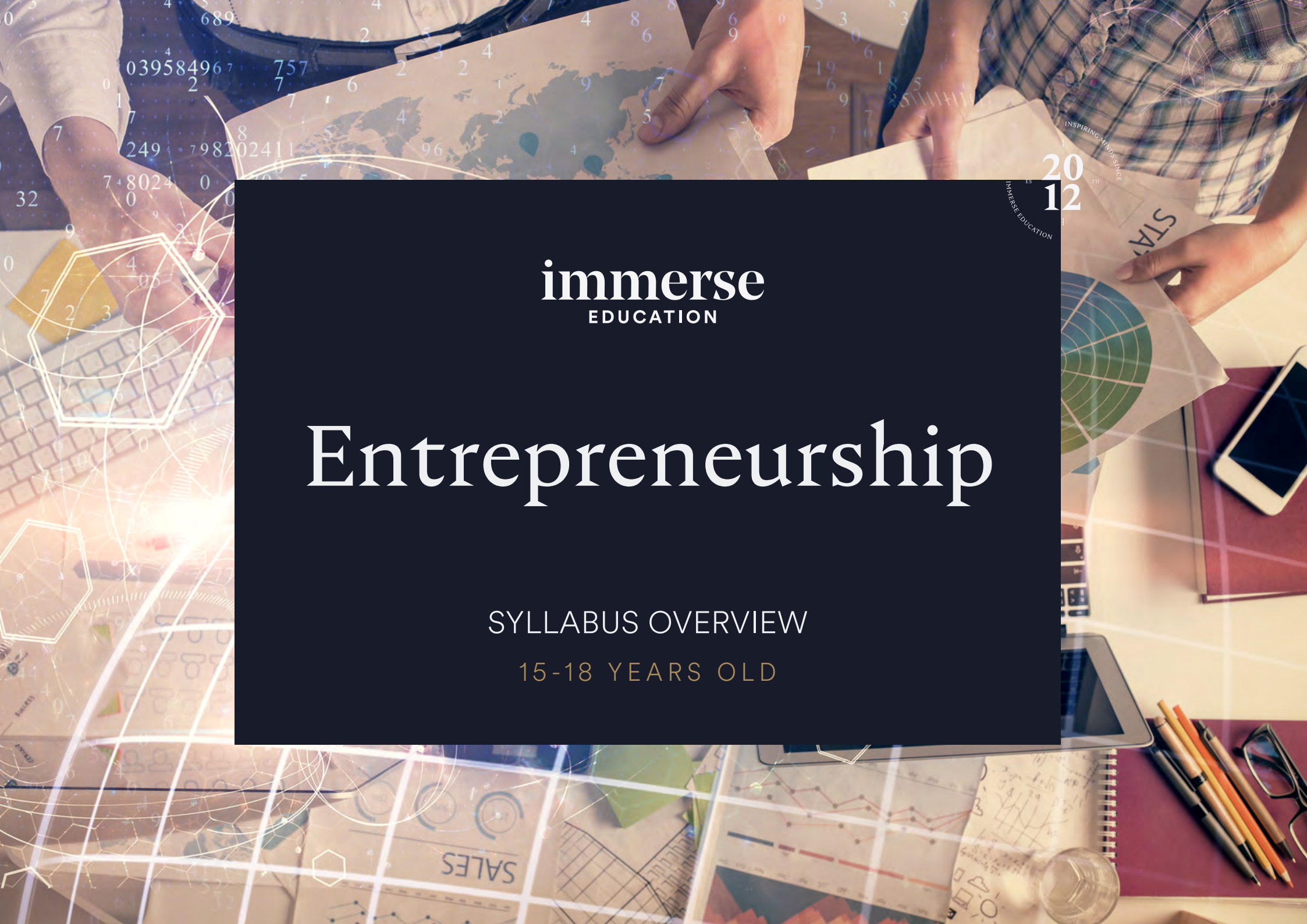


The background is a complex collage of images related to education and business. It includes a world map, a smartphone, a tablet, a laptop, a notebook with a line graph, a glass of water, pens, and glasses. Overlaid on these are various geometric shapes like hexagons and circles, and floating numbers. A semi-transparent dark blue rectangle in the center contains the text.

immerse
EDUCATION

Entrepreneurship

SYLLABUS OVERVIEW

15-18 YEARS OLD



immerse
EDUCATION

About the Programme

Immerse Education is an award-winning academic summer school provider offering programmes for 15-18-year-olds in Toronto, San Francisco, New York, London, Cambridge, Oxford and Sydney.

These introductory programmes aim to provide participants with academically challenging content in a classroom environment based on the university style of learning. With Career Insights, participants gain the advantage that comes with learning from industry professionals as well as university tutors, through an educational model founded on project-based learning. Through 40 hours of interactive academic sessions combined with practical workshops and industry visits, the Career Insights programme offers students unique and valuable insight into what it would be like to study their chosen subject at an advanced level and apply their knowledge and skills in the real world.

Explore Future Careers

Do you have your sights set on a particular career path? The Career Insights summer programme will introduce you to a world of opportunities in the field, using project-based learning and practical study to enhance your skills and knowledge.

On this unique programme, you will explore real- world issues relating to the context of your chosen subject, working alongside other academically talented participants to innovate and pitch groundbreaking ideas. Interactive workshops and networking events offer you the opportunity to learn from professionals in the business. The Career Insights educational model is designed to support you in finding the career path best suited to your long-term goals and ambitions. Immerse Education has worked with expert guidance counsellors, seasoned educators and experienced career advisors to design the ultimate career preparation course.

Unique Academic Enrichment Programmes





Project Based Sessions

Career Insights lessons are built on the foundation of hands-on learning. We want you not just to retain knowledge, but also to apply your newfound understanding to real-world, practical examples as you develop throughout the programme. Our Project Based sessions are designed for you to have ample opportunity to apply what you are learning to practical tasks, allowing you to further identify gaps in your knowledge and skillset while solidifying your growth and understanding.

Industry Visits

One of the most exciting parts of the Career Insights programme is the unique opportunity for participants to attend inspiring industry visits whereby they can interact and learn from industry professionals in their field of study. Industry visits take learning out of the classroom and into the real world, where students can observe and explore how the skills and knowledge built throughout the programme apply to a career in their subject. This unique aspect of our programme ensures students also gain the chance to network directly with industry professionals who may share with you opportunities you hadn't otherwise envisioned.

Why Get Career Ready?

Every young person needs high-quality career guidance to make informed decisions about their future. Relevant and informative career guidance is necessary for social mobility. Despite the need for quality careers guidance for young people, it is one of the most lacking areas in schools around the world. In 2013, Gatsby introduced the Gatsby Benchmarks which offer useful insight into effective academic models that prepare students for future careers. Immerse Education's Career Insights programme is dedicated to delivering programmes that meet the eight important pillars that make up the Gatsby Benchmarks as outlined below.



A stable careers programme



Encounters with employers and employees



Learning from career and labour market information



Experiences of workplaces



Addressing the needs of each student



Encounters with further and higher education



Linking curriculum learning to careers



Personal guidance



Aim of the Entrepreneurship Programme

The Immerse Education Entrepreneurship programme embarks on a transformative exploration of the innovative and ever-evolving world of startups and entrepreneurship. With a primary goal of igniting participants' entrepreneurial spirit, this programme seeks to delve into the intricate ecosystems that nurture startups, dissecting business models, and harnessing the potential of disruptive technologies. Participants will experience co-working spaces, entrepreneur meetups, and dynamic challenges designed to foster creative thinking. By seamlessly intertwining theoretical insights with practical problem-solving, participants will develop the hard skills needed to thrive within the dynamic startup landscape. Through interactions with industry experts, participants will develop the confidence to drive impactful change in the world of entrepreneurship, armed with innovative ideas and the capability to navigate the complexities of the startup ecosystem.

Introduction to Entrepreneurial Principles & Innovation Theories

Embark on an introductory module that immerses you in the fundamental aspects of entrepreneurship and innovation. You'll explore the components of successful startups, examine disruptive innovation models, and understand the intricacies of business growth. This module provides a foundational overview of the key theories about what is behind success in the field of entrepreneurship.

Unique Academic Enrichment Programmes



Silicon Valley Innovation Tour

A tour of Silicon Valley provides an unmatched opportunity for students to experience the epicenter of entrepreneurship and innovation. Visiting renowned tech companies, co-working spaces, and startup incubators, participants can witness firsthand the spirit of creativity, risk-taking, and disruptive innovation. Engaging with entrepreneurs, investors, and tech experts, students gain insights into the process of idea generation, funding, and scaling a business in the fast-paced world of tech startups.

Practical Experiences

Engaging in practical experiences focused on entrepreneurship in San Francisco provides a firsthand understanding of the startup ecosystem. Site visits to innovation hubs, co-working spaces, and entrepreneur meetups will immerse you in the culture of innovation, idea generation, and pitching to investors. You'll have the opportunity to explore emerging industries and disruptive technologies that fuel entrepreneurial endeavours.

Real World Project

Ignite your entrepreneurial spirit by developing and validating a startup concept that addresses a contemporary challenge. From ideation and market analysis to business model creation, you'll craft a robust entrepreneurial proposal ready for potential implementation and develop the interpersonal skills that will enable you to build a powerful entrepreneurial network.



Professional Development

Creating a connection between learning and real-world innovation, this module unveils the gamut of opportunities in entrepreneurship. Comprising guest talks, expert panels, and workshops on startup ecosystems and business model innovation, you'll foster essential skills. Tailored coaching sessions offer personalized insights and a roadmap for your career journey, ensuring enduring benefits beyond your involvement in the Entrepreneurship Insights programme.

Startup Ecosystems and Innovation

In this in-depth exploration, participants will delve into the dynamics of startup ecosystems and innovation. We will analyze the elements that contribute to a thriving startup environment, from incubators and accelerators to venture capital funding. Through case studies, participants will gain insights into the journey of successful startups, exploring the challenges and opportunities they face. Attendees will also examine the legal considerations that entrepreneurs encounter in their pursuit of innovation.



Startup Incubator Experience

Work with a leading startup accelerator in our entrepreneurship workshop. Students can interact with startup founders, learn about ideation, and explore the startup ecosystem. This workshop provides insights into the journey of building and scaling successful startups.



Business Model Analysis and Market Entry Strategies

This comprehensive session focuses on business model analysis and market entry strategies for aspiring entrepreneurs. Participants will examine various business models, from subscription-based to freemium, and evaluate their suitability for different industries. Through case studies, attendees will explore effective market entry strategies, considering factors like competition, target audience, and scalability. Participants will also gain insights into legal considerations related to intellectual property and partnerships.

Disruptive Tech Insights

In this forward-thinking exploration, participants will uncover the realm of disruptive tech insights that shape the entrepreneurial landscape. We will analyse emerging technologies such as blockchain, artificial intelligence, and Internet of Things (IoT), and their potential to disrupt industries. Through case studies, participants will explore how startups leverage disruptive tech for innovation and competitive advantage. Attendees will also gain insights into legal considerations surrounding emerging technologies and data privacy.





Mastering the Art of Pitching and Investor Presentations

In this comprehensive session, participants will dive into the world of effective pitching and investor presentations. Explore the key elements of a compelling pitch, from crafting a captivating narrative to communicating value propositions that resonate with potential investors. Understand the psychology behind successful pitches and learn how to address common investor concerns. Delve into techniques for delivering confident and persuasive presentations that leave a lasting impact. By the end of this session, participants will have honed their pitching skills and gained insights into the art of securing investor interest and support.

Navigating Organizational Structures in Founder-Led Startups

Explore the different approaches to structuring startups, ranging from flat hierarchies to matrix structures. Understand the advantages and challenges associated with each model and its impact on decision-making, communication, and innovation. Dive into real-world case studies that showcase successful organizational strategies employed by prominent founder-led startups. By examining the role of leadership, delegation, and team dynamics, participants will gain a comprehensive understanding of how to foster a productive and cohesive environment.





The Career Insights programme has been really (for lack of a better word) immersive. I think Immerse has given me a lot of clarity in terms of having a better understanding of what a career, or even university education, in medicine looks like.

Mia

Immerse Career Insights Alumni



OUR AWARDS AND ACCREDITATIONS



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