



immerse
EDUCATION

CAREER
— Insights

Business Management

SYLLABUS OVERVIEW

15-18 YEARS OLD

SYDNEY

About the Programme

Immerse Education is an award-winning provider of summer experiences offering academic and career-focused programmes for high school students worldwide, in such locations as Boston, Cambridge, London, New York, Oxford, San Francisco, Singapore, Sydney, Tokyo, and Toronto. Our programmes aim to deliver engaging, academically challenging content within a university-style classroom environment.

The Career Insights programmes bring together industry professionals in a unique learning model grounded in project-based learning. Students gain valuable insight into what it is like to study their chosen subject at an advanced level and apply their skills in real-world contexts through interactive sessions, career skills workshops, and industry visits.



PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.



SYDNEY



15-18



CAREER INSIGHTS

Explore Future Careers

Are you inspired by the idea of leading teams, managing projects, or building your own enterprise? The Business Management Career Insights programme in Sydney gives you the chance to explore the world of business through a practical, forward-looking lens. You'll gain insight into what makes organisations succeed, from decision-making and marketing to leadership and innovation, while developing the analytical, creative, and teamwork skills that underpin successful business careers.



PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.





Project Based Sessions

Learning in business is about doing. Through interactive workshops and projects, you'll develop real solutions to challenges faced by organisations today. These sessions encourage creative thinking and practical application, building your ability to analyse problems, design strategies, and present compelling ideas. Alongside peers from around the world, you'll sharpen your collaborative skills and test new approaches that mirror the realities of the workplace.

PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.



Industry Visits

Sydney's position as a financial and entrepreneurial hub makes it an ideal place to see business in action. You'll explore how companies and startups across sectors like technology, finance, and sustainability operate in one of the Asia-Pacific's most dynamic economies. Visits and interactions with professionals will help you understand how ideas move from planning to execution and how diverse business environments connect globally through innovation and collaboration.



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 Business Management Programme

The Sydney Business Management Career Insights programme introduces you to the core principles of business while helping you understand how innovation and strategy shape modern organisations. You'll explore business concepts through practical application and case studies, gaining insight into the structures, leadership, and decisions that define success. This experience equips you with transferable skills that apply across industries and prepares you to think critically about your future in the business world.

PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.



Foundations of Business and Management

Discover how businesses are structured and managed to achieve their goals. You'll explore the essential functions of planning, organising, and leading within different types of organisations. Through case-based exercises and group discussions, you'll apply key management frameworks to analyse challenges and design possible solutions. This topic builds practical awareness of how businesses coordinate people, processes, and resources to achieve success in competitive markets.





Strategic Planning and Growth

Learn how businesses identify opportunities, manage risks, and adapt to change. You'll study strategic tools that help organisations evaluate their environment and plan for sustainable growth. Practical activities will involve applying these frameworks to real or simulated scenarios, developing your ability to make informed decisions. This topic highlights the importance of strategic thinking as a skill that connects analysis, creativity, and leadership, all essential in management and entrepreneurship.

PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.



Entrepreneurship and Innovation

Explore how ideas become ventures. You'll study how entrepreneurs identify market needs, design solutions, and manage early-stage challenges. Through teamwork and brainstorming sessions, you'll practise generating creative ideas and evaluating their feasibility. This topic develops entrepreneurial thinking, understanding not only how to start a business but also how innovation fuels change within established organisations and across industries.



Finance and Decision-Making

Develop financial awareness by learning how to interpret basic financial statements and evaluate business performance. You'll practise using key metrics and ratios to understand how money flows through a company. Case studies and exercises will help you apply financial reasoning to managerial decisions, from budgeting to assessing potential investments. This topic builds confidence in using financial data as a tool for strategic and responsible business planning.



PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.





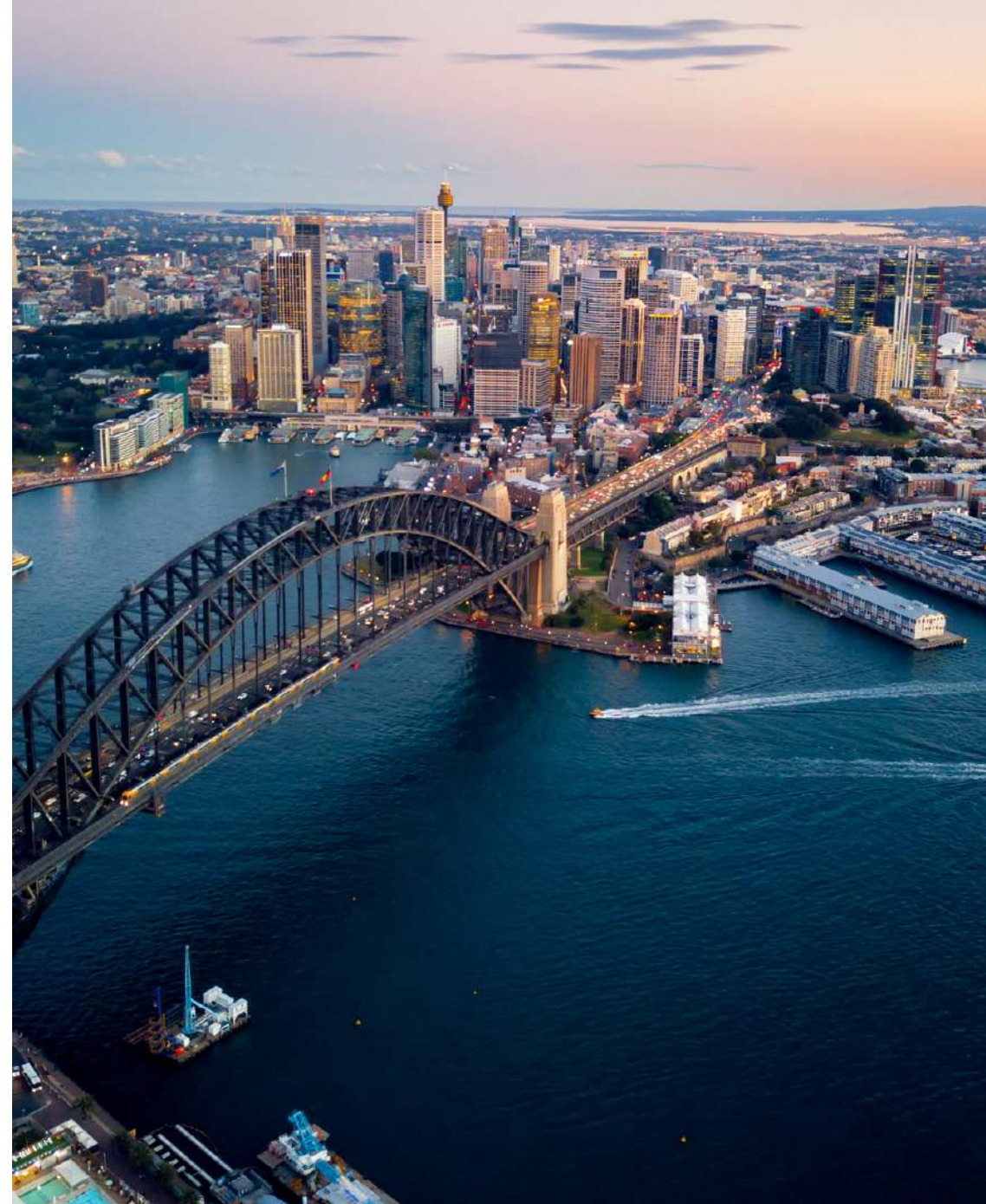
Marketing and Brand Strategy

Understand how businesses build value through customer engagement and brand identity. You'll explore the principles of marketing, from identifying target audiences to designing campaigns that communicate purpose effectively. Through practical projects, you'll apply these ideas to create marketing concepts and analyse real-world examples. This topic helps you develop creative and analytical thinking while understanding how marketing shapes perception and supports long-term business success.



Leadership and Organisational Culture

Examine how leadership styles and workplace culture affect motivation, performance, and innovation. You'll explore real-world examples of effective leadership and consider how to adapt your approach to different contexts. Group exercises will help you practise communication, collaboration, and problem-solving as part of a team. This topic encourages you to think critically about the qualities of good leaders and how positive organisational cultures drive success.





Career Development Plan

Throughout the programme, every student will work on an individual project focused on shaping their future career pathway. This project is designed to bring together the knowledge and insights gained during the programme, including an understanding of the subject area, the industry, and the variety of opportunities it offers. Guided by their own interests and passions, students will consider potential directions for study and work. With support from tutors during one-to-one sessions, participants will develop their project into a clear and personalised plan, which they will present at the end of the programme.

PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.





After your course

You will leave with enhanced knowledge, a clearer vision of career pathways, and practical outputs for your portfolio. Every student also receives a detailed evaluation from their tutor, which is personalised to highlight strengths and suggest potential areas for growth. This evaluation can provide valuable support for future academic or career applications.

Step into your future



BOSTON



CAMBRIDGE



LONDON



OXFORD



NEW YORK



SAN
FRANCISCO



SINGAPORE



SYDNEY



TOKYO



TORONTO

Don't miss out. Apply today in any of our world-class programmes via our website, and begin your journey towards a higher level of learning.



EARN UP TO
16 UCAS points
+ **3 US college credits**

20,000+
Alumni graduated
Immerse globally

97%
Participants would
recommend Immerse

APPLY TODAY



BOOK A CALL



FAQS

