

The background of the slide is a composite image. The left side shows a city skyline at night with several tall, brightly lit skyscrapers. The right side features a large, modern architectural structure with a curved, ribbed design, illuminated with blue and white lights. In the foreground, there is a paved plaza and a fountain with multiple jets of water lit up in blue.

immerse
EDUCATION

CAREER
— Insights

Business Management

SYLLABUS OVERVIEW

16-18 YEARS OLD

SINGAPORE

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.



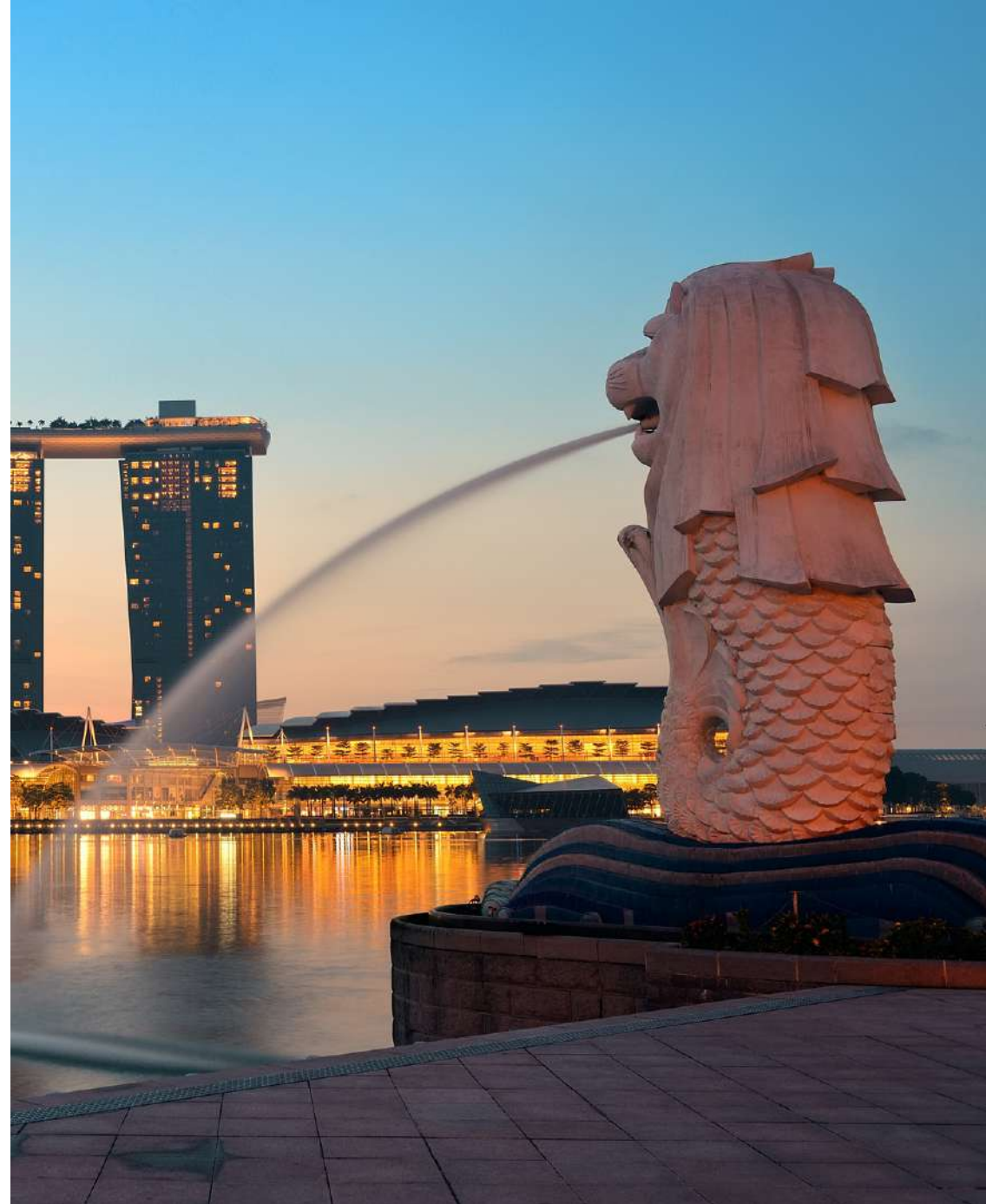
PLEASE NOTE:

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.



Explore Future Careers

The Business Management Career Insights programme in Singapore offers an opportunity to explore how global ideas, innovation, and collaboration shape modern business. You'll gain insight into how organisations make decisions, adapt to change, and manage people effectively. Through hands-on activities, discussions, and team challenges, you'll begin developing the analytical, communication, and leadership skills that drive successful careers in management, entrepreneurship, and international business.



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Project Based Sessions

Learning throughout the programme is grounded in practical application. You'll take part in projects, workshops, and business case studies designed to reflect real workplace scenarios. Each activity challenges you to apply what you learn, from solving strategic problems to creating innovative solutions. This approach strengthens your confidence in decision-making and teamwork while helping you see how business principles are applied across sectors in an increasingly connected world.

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Industry Visits

Singapore's dynamic mix of established organisations and emerging ventures offers the chance to see how collaboration, innovation, and adaptability shape real businesses. Visits provide a closer look at how ideas move from planning to execution, with opportunities to engage directly with professionals who work across diverse sectors. These experiences bring theory to life and help you connect your learning to career pathways in areas such as strategy, marketing, and innovation management.



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 Singapore Business Management Career Insights programme introduces you to the core principles of how businesses operate, grow, and adapt in today's fast-changing world. You'll explore management through a practical lens, combining theoretical understanding with opportunities to apply your knowledge to real challenges. By the end, you'll have developed a more informed and creative perspective on leadership, teamwork, and strategic thinking in modern organisations.

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Foundations of Business and Management

Build your understanding of how organisations are structured and managed to achieve goals. You'll explore the main business functions, including operations, finance, and marketing, and how they interconnect. Through group discussions and problem-solving exercises, you'll apply frameworks that help identify strengths and challenges within an organisation. This topic builds your confidence in analysing how effective planning, coordination, and leadership contribute to successful business outcomes.





Strategic Thinking and Organisational Growth

Learn how businesses make long-term decisions and navigate competitive environments. You'll practise applying strategic models to real-world case studies, exploring how factors like innovation, ethics, and resource management influence success. This topic emphasises the practical side of strategy, how leaders prioritise goals, adapt to challenges, and find opportunities in change. You'll also reflect on how strategic thinking supports sustainability and resilience in global and regional contexts.



Entrepreneurship and Innovation in Practice

Explore how new ideas are turned into viable ventures. You'll examine how entrepreneurs identify market needs, evaluate opportunities, and design creative solutions. Group challenges will help you apply innovation tools, encouraging you to think practically about developing a business concept or improving an existing one. This topic fosters curiosity and adaptability, qualities essential for anyone interested in building or contributing to forward-thinking organisations.



Financial Awareness for Managers

Gain a practical understanding of how finance informs everyday business decisions. You'll explore the fundamentals of budgeting, investment, and cost management, learning how to interpret financial data to support planning and performance. Through simple exercises, you'll apply numerical reasoning to case-based scenarios, building confidence in analysing business health. This topic demonstrates how financial literacy supports clear, strategic thinking and responsible decision-making at all levels of an organisation.



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Marketing and Brand Strategy

Understand how organisations create and communicate value to their audiences. You'll explore the essentials of market research, brand positioning, and customer engagement, applying these ideas in team-based and individual challenges. Through practical exercises, you'll practise designing and presenting campaigns that combine creativity with strategy. This topic helps you see how strong communication, critical analysis, and collaboration are essential in shaping business success and developing a compelling professional presence.

Leadership and Team Dynamics

Examine how leadership and culture influence performance, collaboration, and innovation within organisations. You'll learn about different leadership approaches and discuss how they affect motivation and productivity. Practical activities will allow you to take on leadership roles, practise communication, and manage group tasks. This topic encourages self-awareness and adaptability, helping you understand how effective leaders balance vision and teamwork to guide organisations in an interconnected world.





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.

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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



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FAQS

