

immerse
EDUCATION

Business Management

SYLLABUS OVERVIEW

15-18 YEARS OLD



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EDUCATION

About the Programme

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

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

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.

Transformative Educational Experiences





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?

High-quality career guidance is essential for young people making informed decisions about their future. To bridge this gap between the excellent work of schools throughout the year and practical experience, the Career Insights programme aligns with the eight Gatsby Benchmarks of Good Career Guidance, an educational framework designed to prepare students for future careers.



Careers guidance embedded in a residential experience



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 Business Management programme in New York is tailored for high school students eager to explore the essentials of management and business in one of the world's most influential commercial hubs. This programme introduces you to key business concepts such as strategic planning, leadership, and innovation, while fostering the skills needed for academic and professional success.

Set in the vibrant city of New York, a global epicenter of finance, commerce, and entrepreneurship, this programme blends interactive learning with real-world case studies. You'll brainstorm innovative business ideas, analyse companies, and learn the strategies behind building and managing a business. Guided by experienced tutors and enriched by New York's dynamic business environment, this course provides an inspiring platform for those pursuing future business studies or aspiring to launch their own ventures.

Introduction to Management Principles

Build a strong foundation in the essential principles of business management. Learn how effective decision-making influences employee performance and the overall success of an organisation. By understanding core business functions such as planning, organising, and resource management, you'll gain insights into how successful businesses operate and thrive in today's competitive world.





Strategic Thinking and Operational Excellence

What does it take for businesses to achieve long-term success? Explore how companies align their operations with strategic goals to gain a competitive edge. Through case studies and practical exercises, you'll learn how businesses plan for the future, optimise performance, and tackle real-world challenges, equipping you with essential tools to navigate and succeed in any industry.

Entrepreneurship and Innovation

Discover the fast-paced world of entrepreneurship and uncover what drives business success. Learn how entrepreneurs identify market opportunities, develop innovative solutions, and create thriving ventures. From analysing real-world startups to exploring disruptive technologies, you'll develop the creativity and critical thinking skills essential for fostering growth and innovation in today's dynamic economy.





Business Leadership and Decision Making

Strong leadership and sound decision-making are at the heart of any successful enterprise. This module focuses on how leaders inspire teams, manage resources, and solve challenges under pressure. Through interactive scenarios, you'll develop decision-making techniques and leadership skills, preparing you to lead with confidence and make impactful choices in a business context.

Real World Project

Throughout the fortnight, participants will be working on their own personal project. Having been provided with a brief, participants should research and prepare a presentation for their peers. This will build upon an aspect of the theory that they have learnt over the course of the programme and is also an opportunity to showcase the practical skills they have developed. The presentation is followed by questions from the audience and wider class discussion of particular points of interest. The tutor may also include feedback about the presentation in the written evaluation which is sent to participants after the programme has ended.

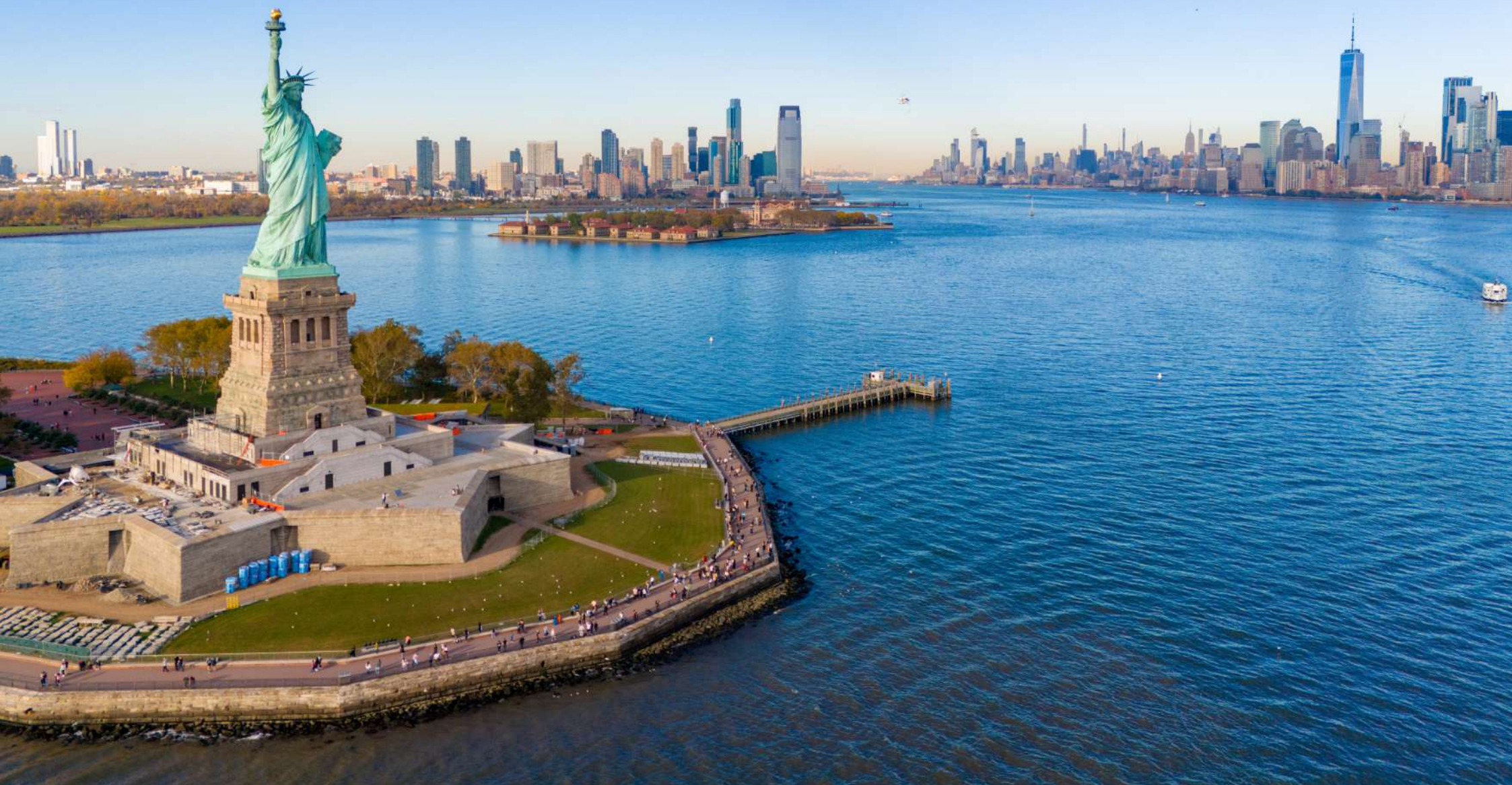




The Career Insights programme has been really (for lack of a better word) immersive. I think Immerse has given me a lot of clarity in terms of having a better understanding of what a career, or even university education, in medicine looks like.

Mia

Immerse Career Insights Alumni



Partnerships & Accreditation



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