



immerse
EDUCATION

CAREER
— Insights

Business Management

SYLLABUS OVERVIEW

15-18 YEARS OLD

CAMBRIDGE

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

Are you curious about what it takes to lead a business, manage teams, or turn an idea into a thriving company? The Business Management Career Insights programme in Cambridge introduces you to the essential principles behind how successful organisations are built and led. Through practical sessions and collaborative projects, you will explore a range of business areas and discover how your strengths and interests could shape your future career in management, entrepreneurship, or beyond.





Project Based Sessions

Business learning comes to life when theory meets practice. Through hands-on, project-based activities, you will explore how businesses solve real challenges, from developing marketing strategies to planning operations. Working in teams and independently, you'll analyse case studies, interpret data, and develop solutions to business problems. These sessions are designed to strengthen your creative thinking, decision-making, and communication skills, helping you understand how business knowledge translates into practical solutions in any professional environment.

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Industry Visits

Cambridge's vibrant innovation and startup ecosystem provides an ideal setting to explore how business meets science and technology. Students will have the opportunity to experience the region's business culture through visits to companies and research-based startups, many located along the Cambridge–London innovation corridor. These experiences will help you connect what you learn in the classroom to how businesses operate in real life, from early-stage ventures to global organisations.



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

Cambridge provides an inspiring academic setting where many of today's leading ideas in business and economics have taken root. This programme combines classic business foundations with the opportunity to reflect on global challenges, innovation, and ethical leadership. You'll strengthen your understanding of management principles while exploring the dynamic role of business in shaping society, preparing you to thrive in future studies or entrepreneurial ventures.

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Principles of Business Management

Develop a foundation in how organisations plan, organise, and manage resources. You'll explore how different business functions, from finance to operations, interact to achieve goals. Through case-based activities, you'll practise analysing challenges and applying management frameworks to propose realistic solutions. This topic builds awareness of how effective leadership, coordination, and adaptability are crucial to achieving sustainable business performance in competitive environments.





Strategic Thinking and Business Growth

Explore the decision-making processes behind business success. You'll learn how strategy helps organisations identify opportunities, manage risks, and achieve long-term goals. Practical exercises will encourage you to evaluate business situations and propose strategic responses, linking theory to real-world examples. You'll also consider how innovation, technology, and market awareness influence growth, skills essential for anyone interested in future management or entrepreneurial roles.



Entrepreneurship and Innovation

Discover how creative ideas become viable business ventures. You'll examine how entrepreneurs identify market gaps, design value propositions, and plan product or service launches. Working collaboratively, you'll engage in problem-solving challenges to apply innovation methods like design thinking. This topic focuses on the mindset and practical processes that drive entrepreneurial success, helping you understand how innovation fuels progress in both startups and established organisations.



Finance for Managers

Gain a clear understanding of how financial awareness supports effective management. You'll explore the basics of budgeting, financial statements, and performance indicators, and use simple numerical analysis to interpret business health. Practical exercises will show how financial insights support everyday decisions, from pricing and investment to resource planning. This part builds your confidence in using financial information to think strategically and make evidence-based decisions in business contexts.

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Marketing and Customer Engagement

Examine how businesses connect with audiences and create value for customers. You'll study the principles of marketing strategy, branding, and consumer behaviour, then apply them through practical projects such as designing campaign ideas or positioning products. This topic emphasises creativity and data-driven thinking, key to understanding how businesses attract and retain customers in an increasingly competitive marketplace.



Leadership and Organisational Culture

Explore how leadership shapes business success and influences team performance. You'll analyse different leadership styles and consider how workplace culture affects motivation, innovation, and collaboration. Group activities will allow you to practise decision-making and communication in a leadership context. This topic helps you develop awareness of your own leadership potential while learning how strong organisational cultures support long-term 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.

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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

