Academic INSIGHTS

immerse EDUCATION

Business Management



AGES AND LOCATIONS

Ages 13-15: Cambridge, Oxford
Ages 16-18: Cambridge, Oxford, Singapore
Ages 15-18: Toronto, Sydney

Students are taught in separate age groups, with content and pace tailored to each.
Small classes, averaging 7 students.

COURSE INTRODUCTION

How organisations create and capture value, covering market theory, organisational structure, management, competitive strategy, marketing, and entrepreneurship.

You'll learn how to read a company's numbers, analyse its market position, and pitch a viable business of your own.

You'll leave with a completed personal project and a personalised tutor evaluation to draw on in university applications.



EXAMPLE TUTOR

Dr Richard M

PhD, MPhil, and BA, University of Cambridge

Richard brings ten years of experience teaching Cambridge undergraduates, and was a Research Associate in History at Oxford. Outside academia he has served as co-founder, partnerships director, and CEO of a start-up with paid partnerships across Formula 1 and automotive engineering.

Business Management sample syllabus

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WEEK ONE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM	**Introduction to business management** Ask what businesses actually do and how the ideas managers use fit together.	**Revenue, costs, and profit** Read a business by the numbers and work out why popular companies still fail.	**How markets and organisations work** Explore why firms exist and how they are structured as they grow.	**Stakeholders** Step into the shoes of suppliers, customers, employees, owners, and community through role-play.	**The four functions of management** Apply planning, organising, leading, and controlling to a real business.
PM	**Entrepreneurship and business models** See how founders spot problems worth solving and design a model that makes money.	**Supply, demand, and pricing** Find the equilibrium price and predict how prices move when conditions change.	**Competitive advantage and strategy** Examine how businesses anticipate and respond to their competitors.	**1:1 tutorial** Talk to your tutor about the areas of business management that interest you most, and get suggestions for reading and resources to take them further.	**Leading and motivating teams** Practise leadership styles, motivation, and delegation in a team activity.
		Creativity masterclass Explore divergent, convergent, and lateral thinking, then use SCAMPER to generate and pitch original ideas.		**Personal project supervision** Choose a topic for your personal project, plan your research, and start shaping your presentation.	

WEEK TWO

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM	**Marketing and the four Ps** Study famous campaigns and learn the building blocks of a marketing plan.	**Growth and internationalisation** Use SWOT and PESTEL analysis to assess expansion and market selection.	**Funding and raising money** Learn how entrepreneurs test ideas cheaply with an MVP and attract investment.	**Why start-ups fail** Analyse common causes of failure and stress-test your own assumptions.	**Personal project presentations** Present your business management personal project to your tutor and peers.
PM	**Brand, positioning, and the digital customer** Work out what makes a brand stick and how to reach people online.	**Routes to market** Compare e-commerce, retail, multi-channel, and omnichannel routes to the customer.	**Measuring success** Track KPIs, keep to a budget, and make decisions when information is incomplete.	**1:1 tutorial** Get feedback on your progress, and talk through your academic ambitions and the university courses and careers business management can lead to.	**Personal project presentations (continued)** Respond to questions and discuss your peers' presentations.
	Critical thinking masterclass Examine the attention economy, echo chambers, logical fallacies, and cognitive bias, then debate a live issue.	**Guest speaker evening** Learn from an inspirational speaker from fields such as broadcasting, writing, philosophy, and sport, then question and debate.	**Personal project supervision** Finalise your research and slides and rehearse your presentation ready for Friday.		**Graduation ceremony** Certificates, speeches, and celebration.

Please note: this is an example syllabus and is subject to change.
Not shown: full evening and weekend social and cultural timetable.

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