

St Clare's Business & Leadership in Oxford – Student Timetable Course 1

TIME	MONDAY 30/6	TUESDAY 01/7	WEDNESDAY 02/7	THURSDAY 03/7	FRIDAY 04/7
09:00 09:55	Welcome to Oxford Course overview <i>Fluency in English</i>	Entrepreneurship! What does it mean to be entrepreneurial? What business skills do you bring to the table? <i>Modern business</i>	Finance Explore the financial resources available to back your business ideas. <i>Sources of Finance</i>	Mini Plant Visit Visit the world-famous mini plant. <i>Study Visit</i>	Marketing Breaking down the marketing mix. <i>Marketing</i>
10:05 11:00	Culture Culture familiarization and health & safety <i>St Clare's & International Culture</i>		Budget The importance of budgeting. <i>Financial Skills</i>		Social Media Marketing How useful is social media marketing? <i>Marketing</i>
----- <i>Break</i> -----					
11:30 12:55 (12:25 Fri)	Culture, a problem? How to overcome cultural misunderstandings <i>International Culture</i>	Introduce the Event Researching business ideas. <i>Guest Speaker Preparation</i>	Where to buy resources? Make a plan of where you will buy the resources and what you will need for your event? <i>Study Visit Preparation</i>	Location Consider the decisions multinational organizations make. <i>Operation Decisions</i>	Create a social page! Creating your own promotional mix, with a social page for your event. <i>Creativity</i>
----- <i>Lunch</i> -----					
14:00 14:55	Visit Oxford! With your class teacher. Meet in your classroom. <i>Study visit</i>	Guest Speaker Attend our Guest Speaker talk. <i>Guest Speaker</i>	Study business in Oxford Collect / book resources for your event project. Explore retail in Oxford! <i>Study Visit: Business & Economics</i>	Business and leadership challenges: Should 'Mini' remain in the UK? Prepare and debate the case for and against Mini keeping their production in the UK. <i>Globalization: Business</i>	Thorpe Park One for the thrill seekers! <i>Communication skills</i>
15:05 16:00		Q & A Session Open up the discussion regarding the Guest Speaker. <i>Q & A: Cultural Mastery</i>			

TIME	MONDAY 7/7	TUESDAY 8/7	WEDNESDAY 9/7	THURSDAY 10/7	FRIDAY 11/7
09:00 09:55	Human Resources Discuss roles we covered week 1 and make a plan for week 2 event planning and delivery. <i>Business English</i>	Review the sales strategy. Assess if your event sales are on track. <i>Critical Thinking</i>	Avoiding Crisis! What could go wrong in the event? <i>Leadership Skills</i>	Final checks Make sure we are ready to host our event. <i>Presentation Skills</i>	Event Review! Reflect on all the areas of the Business in Oxford syllabus covered in our event planning and delivery. <i>Communication Skills</i>
	What's the perfect role? Research what careers suit your specific skill set. <i>Fluency in English</i>	Do it yourself Look generate new sales tactics. <i>Research Skills</i>	Contingency Planning Make a plan to help the event run smoothly. <i>Leadership Skills</i>	Set Up Prepare the event venue. <i>Presentation Skills</i>	
-----Break-----					
11:30 12:55 (12:25 Fri)	A Career in Business Talk to Dominic our Careers adviser <i>Business</i>	Practice makes perfect Practice and deliver your sales pitch to the class. <i>Public Speaking Skills</i>	Festival Crisis Case study analysis about a real event that didn't go to plan. <i>Case Study</i>	Welcome Guests! The event begins. 	Reflection & evaluation Course reflection, review and Leaving Ceremony <i>Fluency in English</i>
-----Lunch-----					
14:00 14:55	Market Research Explore how attitudes to business in the local area. <i>Market Research</i>	Guest Speaker Attend our Guest Speaker talk. <i>Guest Speaker</i>	Action Plan Make a plan that the failed event should have followed to avoid the event failure. <i>Business & Economics</i>	Promote your event! Put your promotional mix into action and begin to sell tickets for your event. <i>Organization Skills</i>	Stratford-upon-Avon Visit Shakespeare's hometown. <i>Excursion</i>
15:05 16:00		Follow Up Open up the discussion regarding the Guest Speaker. <i>Leadership</i>			