

# Be Your Own Boss

## Course description

The objective of this course is to introduce key business and leadership concepts, empowering our young learners to explore the world of business and leadership while building the skills to become successful future leaders. Through engaging case studies of inspiring leaders and companies, participants will discover how these concepts come to life in real-world scenarios. Hands-on project work will provide opportunities to apply what they've learned, strengthen their problem-solving abilities, and enhance their presentation skills—all in a way that's interactive, exciting, and relevant to their future aspirations.

## Your learning experience

During the engaging course, you will practice and improve your English language skills, expand your range of vocabulary and expand grammar accuracy, while exploring the principles and practices of Business and entrepreneurship.

By teaching the key concepts of business, marketing and finance, you are able to get an insight into your future with a successful career in business or starting up your own company. You are provided with a collaborative and interactive learning environment to get the most out of your sessions. All classes are small sized, providing ample opportunities for you to develop your skills.

## What you will learn

**By the end of the course, you should be better able to:**

- Identify the purpose of different business organisations.
- Explain the role of marketing and how it interrelates with other functional units of an organisation.
- Compare ways in which organisations use elements of the marketing mix (the 7Ps/4Ps) to achieve overall business objectives.
- Understand different methods of traditional advertising and branding
- Develop and evaluate a basic marketing plan and present it.
- Understand the aims, objectives and benefits of running your own business.
- Understanding how to set up and run a business, the regulations to be met and the need for a detailed business plan.
- Understand external and internal sources of finance.
- Understand the role of social media in start-ups.



## Course overview



**Ages**

13 - 17



**Duration**

2 weeks or  
4 weeks



**Entry  
Requirements**

Intermediate B1  
and above



**Academic info**

15 hours/week



**Available in**

All locations,  
upon request

**End of course  
certificate (& report  
upon request)**



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## Final Presentation Time

### Week one example:



At the end of each week, you will present a project, putting the business tools you have learned to use. You will get to immerse yourself in creative project work such as launching a new product or filming a short advertisement and present to your peers for feedback and questions.

### What makes a successful business?

Example Timetable	Monday	Tuesday	Wednesday	Thursday	Friday
Session 1	Business sectors & how they operate	Analyse businesses using SWOT/PESTLE	Innovation strategies and use of resources	How to create impactful presentation slides	Present company SWOT & PESTLE analysis
Session 2	Discuss pros/cons of working in different areas and organisations	Apply SWOT & PESTLE models	Use vocabulary for innovation and giving recommendations	Present internal/external analysis; suggest future improvements	Review key takeaways and reflections
Session 3	Explore different business functions and challenges	Practise analysis models in groups or pairs	Recommend growth strategies based on innovation	Work on presentation delivery and language	<b>Final presentation time!</b>

### Week two example:



This could be a series of scripted scenes, an improvised performance, or an original short play created by your group. All staff and students will be invited to witness your talent on the stage!

### Leadership styles & communication

Example Timetable	Monday	Tuesday	Wednesday	Thursday	Friday
Session 1	What makes a good leader? Daily tasks of leadership	Verbal vs non-verbal communication	How culture affects leadership styles	Communication styles, personality types, and cultural expectations	Present team leadership tips
Session 2	Define leadership styles and assess real-world leaders	Active listening and empathetic phrases	Cultural miscommunication scenarios	Presentation structure & language to explain team leadership	Review and reflect on course and presentations
Session 3	Self-reflection: Your leadership style	Role-play or discussion-based activities	Adapting leadership to diverse teams	Prepare and rehearse team leadership guidelines	<b>Final presentation time!</b>