



BLS  
ENGLISH

CELEBRATING OUR SILVER ANNIVERSARY

# INTERNATIONAL FUTURE MBA 16+ 2022 PROGRAMME

## WHY STUDY ON OUR INTERNATIONAL FUTURE MBA COURSE?

By the End of the Course, Participants will have:

- Learnt how to become a future entrepreneur
- Developed important life skills
- Met future business leaders from around the world
- Created a business idea and presented this to the class
- Looked at USP, brand and logo, using case studies
- Considered the importance of copyrights and patents
- Thought about product pricing and marketing
- Explored concepts of customer service
- Considered communication and networking
- Understood business structures and finance
- Learnt about contracts and legal requirements
- Created an operational plan
- Thought about staffing and budgeting
- Learnt basic accountancy and taxation
- Considered leadership, responsibility and environmental issues
- Understood how to pitch to investors
- Predicted future post-COVID trends and economic growth
- Discussed MBA courses with an MBA graduate

## WHO IS THE COURSE FOR?

The BLS English International Future MBA is an intensive course for highly motivated young learners aged 16+ who are interested in the world of business and hope to work in business in the future. It is a forward-thinking course designed to stimulate young minds and encourage global thinking for the challenges that are relevant to the business world in the 21st century. The course is also an excellent opportunity to meet future business leaders from around the world and make contacts that can be used in the future.

## LOCATION

BLS English is located in Bury St Edmunds, near Cambridge, in the east of England. Bury St Edmunds is a traditional, safe and attractive town, steeped in history and with excellent facilities. The wide range of shops are complemented by a street market on Wednesdays and Saturdays. The town has an excellent variety of restaurants, cafes, pubs, parks

and sports facilities, with two cinemas, concert halls and a theatre. The residence is located on a quiet residential street within walking distance of the town centre. Lessons are in the residence or at our other site, a short walk away. The town has excellent road, rail and bus links to Cambridge and London, and the nearest airport is Stansted. Heathrow, Gatwick and Luton airports are also easily accessible. There are easy rail connections to St Pancras International for France, Belgium, the Netherlands and beyond.

## ACCOMMODATION

Stay in our centrally located residence, which is walking distance to all the facilities of Bury St Edmunds – shops, market, restaurants, cafes, cinemas, theatre, sports facilities and parks. We offer full board accommodation, with en suite single or shared rooms.

There is a communal dining area, where you can enjoy the company of other students at mealtimes. There is wi-fi available in the residence and you are able to enjoy our film, book and game library in your free time. We organise evening social activities at the end of the week for all students. Host family, hotel and guest house accommodation are also available locally.

## AND ALSO

You will receive a written assessment at the end of the course, outlining the progress you have made and your strengths, as well as suggestions for future study. Additionally, all students receive a BLS certificate upon successful completion of the course. Two full day excursions to Cambridge, Norwich or London are included. These excursions are organised by us and will be led by one of our qualified and experienced staff. You will have the opportunity to learn about the history and culture of the destination, as well as an opportunity to visit the shops for some souvenirs. There will also be evening social activities at the end of each week, giving the opportunity to relax and get to know the rest of your class in a relaxed and fun social setting.

We look forward to welcoming you on the BLS English International Future MBA course.

# International Future MBA 2022 Programme Timetable

WEEK 1	BREAKFAST	MORNING (BREAK 11:00-11:15)	AFTERNOON (BREAK 14:30-14:45)	DINNER	EVENING
Sun	Arrival, Meet your host or welcome to BLS Residence				
Mon	08:00-09:00 Breakfast	09:30-12:30 Lesson: Introduction to International Future MBA Learn about the course and meet the other students on your course	13:30-15:45 Lesson: Creating a Business Idea Create and discuss business ideas, and present your ideas to the class	19:00-20:00 Dinner	Homework Review of Today's Lessons
Tues	08:00-09:00 Breakfast	09:30-12:30 Lesson: Creating a USP, Brand & Logo Create and discuss the importance of the USP, company brand and logo	13:30-15:45 Lesson: Copyrights & Patents Consider the importance of copyrights and patents when creating a business and product	19:00-20:00 Dinner	Homework Review of Today's Lessons
Wed	08:00-09:00 Breakfast	09:30-12:30 Lesson: Pricing & Marketing Thinking about the importance of pricing and marketing of products and services	13:30-15:45 Lesson: Pricing & Marketing: A Case Study A look at the pricing and marketing strategies of successful businesses	19:00-20:00 Dinner	Homework Review of Today's Lessons
Thur	08:00-09:00 Breakfast	09:30-12:30 Lesson: Customer Service Explore the concepts of customer service across a range of sectors	13:30-15:45 Lesson: Customer Service: A Case Study A look at a range of customer service strategies of successful businesses	19:00-20:00 Dinner	Homework Review of Today's Lessons
Fri	08:00-09:00 Breakfast	09:30-12:30 Lesson: Communication & Networking Consider the importance of communication and networking in business	13:30-15:45 Lesson: Business Structures & Finance Understanding business structures and finance in a range of industries	19:00-20:00 Dinner	Social Evening
Sat	07:30-08:30 Breakfast	09:00-18:00 Trip to Cambridge A walking tour of the centre of this university city, where you will learn about the local history and culture. You will also have some free time for exploring		19:00-20:00 Dinner	
WEEK 2	BREAKFAST	MORNING (BREAK 11:00-11:20)	AFTERNOON (BREAK 14:30-14:45)	DINNER	EVENING
Sun	08:00-09:00 Breakfast	Free Day – Explore the centre of historic Bury St Edmunds		19:00-20:00 Dinner	Homework Review of Today's Lessons
Mon	08:00-09:00 Breakfast	09:30-12:30 Lesson: Contracts & Legal Requirements Learn about different types of contracts and legal requirements	13:30-15:45 Lesson: Operational Plans Create and discuss and operational plan for a business	19:00-20:00 Dinner	Homework Review of Today's Lessons
Tues	08:00-09:00 Breakfast	09:30-12:30 <b>Lesson: Staffing &amp; Budgeting</b> Think about strategies for staffing and budgeting in a range of businesses	13:30-15:45 Lesson: Accountancy & Taxation Learn about basic accountancy and taxation for business	19:00-20:00 Dinner	Homework Review of Today's Lessons
Wed	08:00-09:00 Breakfast	09:30-12:30 Lesson: Leadership & Responsibility Consider the importance of leadership and responsibility in business	13:30-15:45 Lesson: Environmental Issues Consider the growing importance of environmental issues for business	19:00-20:00 Dinner	Homework Review of Today's Lessons
Thur	08:00-09:00 Breakfast	09:30-12:30 Lesson: How to Pitch to Investors Understanding how to pitch to investors	13:30-15:45 Lesson: Future Trends & Economic Growth Predicting future post-COVID trends and economic growth	19:00-20:00 Dinner	Homework Review of Today's Lessons
Fri	08:00-09:00 Breakfast	09:30-12:30 Lesson: Discussion of MBA courses Discuss MBA courses with an MBA graduate	13:30-15:45 Lesson: Business Presentation Create a business proposal and present your ideas to the class	19:00-20:00 Dinner	Social Evening
Sat	07:30-08:30 Breakfast	08:00-19:00 Trip to London BLS staff will guide you on a sightseeing walking tour of Westminster, Covent Garden followed by a visit to one of London's world-famous museums. You will also have some free time for exploring		19:00-20:00 Dinner	
Sun	Departure				

Students should attend all lessons and activities.  
BLS Emergency Number: 07754 526949

BLS Staff Supervision