

immerse
EDUCATION

Business Management

SYLLABUS OVERVIEW

13-18 YEARS OLD

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About the Programme

The aim of these introductory programmes is to provide participants with academically challenging content in a classroom environment based on the university style of learning. Through academic sessions, the programmes also offer young students unique and valuable insights into what it would be like to study their chosen subject at an advanced level.

This Syllabus Overview provides a summary of the topics and subject areas that participants can encounter during their studies with Immerse. It has been carefully created by our expert tutors who are members of faculty at world-leading universities, and who have experience in teaching undergraduate students.

Academic Sessions

The academic sessions at Immerse are arranged into modules to enable participants to explore a broad range of topics over the course of 2 days, 2 weeks or 10 weeks depending on their programme of choice. The modules included in this syllabus overview are indicative but not prescriptive.

Tutors are encouraged to include their own specialisms and also focus on any particular areas of interest expressed by participants within the class. They may choose to provide further detail on a specific topic, or they may include new material and information that builds on the knowledge already developed during the programme.





Personal Project

Each programme includes an element of individual work, generally termed the 'Personal Project'. This can take many forms but is commonly an essay or presentation delivered on the final day of the programme. Participants will receive feedback on this work which may also be mentioned in the participant evaluation which is provided in writing by the tutor once the programmes have ended.



Preparatory work

Some tutors may ask participants to complete some preparatory work, such as reading or a series of exercises in advance of the programme. Participants are strongly encouraged to complete this work since it will be included in the opening sessions of the programme. Any preparatory tasks will be provided in advance of the programme directly to the participant.

Academic Difficulty

As all of our programmes are designed to provide a unique introduction to advanced material, the syllabus will be academically challenging at times.

This is something to be excited about and all of our tutors will encourage and support participants throughout the programme. Immerse Education aims to develop every participant regardless of ability, and our tutors will adapt their teaching to individual needs.

Aim of the Business Management Programme

The Immerse Education Management programme is designed to introduce participants to content that they would typically not encounter in a traditional high school classroom and highlight how this can be used to inspire further study at university. Participants are encouraged to explore new material in-depth and to form independent and considered opinions and ideas based on sound research and practical knowledge. By the end of the programme, participants will have a good understanding, not only of university-level content, but also the variety of degree programmes available in subjects related to management. Beyond this, participants will also explore the career opportunities available to graduates in this field.

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Introduction to Business

In this session we will explore the components, processes and objectives of management practice. We will examine how policies, practices, and systems influence employee behaviour, attitudes and performance, and the subsequent managerial tools that can be deployed. We will also introduce case studies as a method for testing management theory in practice. Participants are encouraged to contribute their existing understanding of what constitutes 'management' and the range of environments in which the ability to manage is needed.



13-18 YEARS



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INSIGHTS

Organisational Behaviour

Organisational behaviour – the study of how individuals interact within groups and structures – is the cornerstone of strategic management. In this lesson, we will explore phenomena from the social cognition literature on group-effect dynamics. Participants will be encouraged to consider scenarios that they have already encountered in which they may have observed organisational behaviour in both positive and negative contexts. We will conclude by examining the tools at the disposal of managers to influence these dynamics and their effect on outcomes.

Brand Management

Brand, as intangible assets, is valued in all business for its ability to add value and deliver profits. Branding has become one of the very few strategies that can help to build a sustainable advantage over competitors. This brand management module highlights the strategic implications of branding while providing a comprehensive overview of brand management from both firms' and consumers' perspectives. This course identifies the core topics involved in brand management and enables participants to understand how firms build, measure, leverage, and manage brand equity.





Strategy

The development of organisational strategy is the cornerstone of strategic management practice, shaping organisational direction, identity and behaviour. In this class, we discuss the role of strategy in business, the key frameworks and tools for strategy analysis, and alternative approaches to developing and understanding organisational strategy. We will explore various case studies to highlight the successes and failures of particular strategies and participants will collaborate in small groups to formulate their own strategy, when presented with a simulation business which they will then justify to their peers.

Operation Excellence

The operation excellence session explores the interfaces between operations, and marketing, strategy and technology choices. It emphasises the need to align these choices for operational excellence and examines the impact of operational decisions on the financial performance of organisations. Participants will consider a range of case studies and evaluate their operational success, before being challenged with their own business scenario in which they must optimise their other business choices in order to ensure operational excellence. We will then consider the sacrifices necessary to ensure this and the extent to which compromise is required.



Business and Society

The course provides an opportunity to analyse and reflect on the relationships between business and society. Presently, our societies are facing a number of important challenges, and as such many policy makers, investors, and employees are now asking businesses to account for their role in perpetuating and in potentially alleviating those challenges. Although historically, such issues have been considered the responsibility of the state and other philanthropic actors, this assumption is increasingly challenged, and private firms and their leaders have now been asked to join this conversation. In this module, participants will explore the range of arguments and perspectives before participating in a whole-class debate.

Negotiation

Relationships are as fragile as they are valuable. Yet they are key to achieving much of what we want from work and life and curating them requires skilful practice. One such skill is negotiation; whether of a commercial transaction, a conflict at work or home, or an international peace deal, the basic skills are actually quite similar. This session will focus on fine-tuning a specific set of relational skills: empathy and collective problem solving, the ability to spot opportunities for value creation (broadly defined), and the management of differences, to be seen as fair and objective and equipped to handle courageous conversations.



Financial Reporting and Analysis

Knowledge of accounting is essential for understanding the financial performance of any organisation. The main objective of this session is to help students become informed users of financial statements. We will first focus on building a foundation of knowledge for understanding accounting measurement and reporting. Accounting is in essence a model for recording and presenting economic information that is summarised in a balance sheet, income statement, and cash flow statement. The starting point is grasping how this model works and understanding its strengths and limitations. In turn, this informs the analysis and interpretation of financial statements.

Personal Project

Throughout the programme, participants will be working on their own personal project. Having been provided with a brief, participants should research and prepare a presentation for their peers. This will build upon the theory that they have learnt over the course of the programme and is also an opportunity to showcase their ability to apply this to concrete examples. Presentations are followed by questions from the audience and wider class discussion of particular points of interest. The tutor may also include feedback about the presentation in the written evaluation which is sent to participants after the programme has ended.





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