

Course content:

General topics covered:

- Entrepreneurship, tech & start-ups
- Marketing & products
- Management, organisation & leadership
- Economics & global business

Course objectives:

- Creating a prototype of a product which could theoretically be taken to market
- Designing materials to market products in a digital world
- A deeper understanding of the accounting processes and costings of business
- An increased awareness of modern business and start-ups
- Understanding the international economic landscape
- Developing the language skills for presentations, negotiations and meetings

Mini MBA™ sample week

	Saturday	Sunday	Monday	Tuesday	Capital Wednesday™	Thursday	Friday
07:30	Wake up, room inspections and breakfast						
09:00	Arrivals & departures throughout the day Dodgeball Baking	Trip to Windsor Castle and boat tour on the Thames	Lessons 1 & 2: Introductions & mentality of an entrepreneur	Lessons 1 & 2: Language: Types of businesses	High speed train to London: Tower of London, the Museum of Brands and Covent Garden	Lessons 1 & 2: Language: Accounting and finance	Lessons 1 & 2: Theory: Products and marketing
10:30	Morning break		Morning break			Morning break	
10:45	Football Table tennis Baking Board games Badminton		Lessons 3 & 4: Theory: The business model canvas	Lessons 3 & 4: Theory: Customers and segmentation		Lessons 3 & 4: Theory: Financial modelling	Lessons 3 & 4: Language: Delivering effective presentations
12:15	Lunch		Lunch			Lunch	
13:15	Trip into Ashford Outlet Centre		Lessons 5 & 6: Presentations: Delivering a pitch for a first iteration of a product	Lessons 5 & 6: Task: Creating a landing page for a product		Lessons 5 & 6: Task: Create a basic database to run a company	Lessons 5 & 6: Task: Give a presentation about your favourite entrepreneur
15:15			Afternoon break			Afternoon break	
15:45		Afternoon activities: Beach games: ultimate frisbee, touch rugby, capture the flag, ...	Afternoon activities: Talent show preparation	Afternoon activities: Visit Folkestone in small groups	Afternoon activities: Rounders Basketball Football Baking		
17:00	Free time						
18:00	Dinner						
19:30	Welcome party and games	Film night and popcorn	Casino night	'Earlscliffe's Got Talent' show	Table tennis Basketball Movie night	Laser tag trip	Hawaiian disco night
22:00	In houses						