



**International Business Management helps develop key business skills with interactive lessons, engaging activities, and practical insights, focusing on marketing and cross-cultural communication.**

### About the course

This two-week course expands students' knowledge of cross-border business.

Covering topics such as Cross-Cultural Competence, AI Disruption, and Global Financial Markets, this captivating programme is directed by seasoned business professionals and guest experts.

### Key Facts

Facilitated by Business experts and experienced lecturers

15 contact hours weekly

Lectures, presentations, and practical workshops

Invigorating activities, business simulations, marketing campaigns, and business strategy formulation

Full afternoon, evening, and weekend social activities

Off-campus brand workshop

### This course is for?

Are eager to acquire new competencies and soft skills for their prospective careers

Are aiming to channel their language skills into the world of international business

Are thinking about studying Business at a UK University

### School Facilities

15 classrooms

4 student lounges

Wi-Fi throughout building

Interactive screens in every classroom

Mini supermarket next door

### Residence Accommodation:

Stay in quality student accommodation in Zone 1

The residence is 20 mins by public transport

Room Type: Single en-suite

Cleaning: Biweekly

Towels: Not provided

Linen: Provided for stay

Wi-Fi: Available in the residence

Laundry: App operated laundry facilities on site with washer and dryer

### 2025 Dates

29 June - 13 July

13 July - 27 July

27 July - 10 Aug

### Homestay Accommodation

Enhance your English language learning experience by living with a host family. Host families are an average 40-60 minute journey to school. Our families abide by British Council standards.

**Room Type:** Twin/Triple standard\*

**Cleaning:** Bedrooms cleaned on a weekly basis

**Linen:** Provided, weekly change

**Laundry:** Students cannot do their own laundry. Hosts will do one load per week

**Safe:** Available in staff office

**Deposit:** N/A

**Wi-Fi:** Available in all homes

\*shared rooms are subject to availability



## Student welfare

Student safety and welfare is our top priority. Our team is there to ensure that we provide a safe, fun environment for students to thrive.

**Office address:** 167 Queensway, Bayswater, London W2 4SB

**Local doctor:** Praed St, London, W2 1NY

**Local hospital:** St Mary's Hospital, Praed St, London, W2 1NY

**Insurance:** Students must be covered by medical insurance for the duration of their stay. Insurance may be purchased through Bayswater with Endsleigh – please contact us for more information.

**In case of emergency:** A 24-hour emergency telephone number is available all summer



## Airports

Heathrow:	22 km
Gatwick:	62 km
Luton:	50 km
Stansted:	63 km

## Sample International Business Timetable 2024

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
7:30	Breakfast								
9:00	Arrivals/Onsite Activities	Global Business	Cultural Intelligence	International Marketing	Global Products	Personal Statement Writing	Full Day Excursion to Windsor including Windsor Castle		
10:30		Break							
11:00		Global Business	Cultural Intelligence	International Marketing	Global Products	University Tour & Admissions Talk			
12:30		Lunch							
14:00		Company Visit in London	Modern London! Millennium Bridge and the Tate Modern	London Transport Museum and Covent Garden Shopping	Onsite activities	Historic London! Tower Bridge & Tower of London; Return travel by boat			
17:30	Dinner								
19:30	British Quiz Night & Making Friends Games	Bayswater Challenge	International Food & Culture Night	Trash Fashion Show	Murder Mystery Night	Disco	Movie Night		
Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
7:30	Breakfast								
9:00	Oxford Street, Regent Street and Carnaby Street Shopping or Optional Extra (£) Visit to Harry Potter Studios	Hyde Park & Princess Diana Memorial	Onsite activities	Royal Walking Tour: Westminster, Big Ben & The Mall		South Bank Walking Tour, Graffiti Tunnel & London Eye	Full Day Excursion to Oxford including Christ Church College		
12:30		Lunch							
14:00		The Money Maze:	Customer Profiling/ Sustainable Packaging Work-shop in Notting Hill	From Manager to Leader - The Evolution	AI in Global Business	Global Entrepreneurship			
15:30		Beyond Transactions Break		Break					
16:00		Incubators & VC's Guest Lecture	From Manager to Leader - The Evolution	AI in Global Business	Global Entrepreneurship				
17:30	Dinner								
19:30	Games Night	STEM Challenges	Capture the Flag	Karaoke & Talent Show	Escape Room	Graduation Ceremony & Disco	Movie Night		

\*All activities are included in the programme. Prices for Optional Extras (£) available on request (Groups only)



ASIA EUROPE VIETNAM CO. LTD

### E-mail us

mauro@eduabroad.net

**Call us** +(84) 09 64 65 21 65

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