

## BLOOMBERG BUSINESS ADVANTAGE

### DLA MŁODZIEŻY 14-17 LAT Z PASJĄ I WIEDZĄ O BIZNESIE

### KURS DWUTYGODNIOWY OD 3.07 ORAZ 17.07.2022

#### WEEK 1

##### Lectures

### 3

HOURS

- What is it like to study a Business, Finance or Economics degree at university?
- Marketing strategies and the impact of economic changes

##### Workshops

### 9

HOURS

- Introduction to using a Bloomberg Terminal
- How to plan a research project
- Employability skills workshop with a leading UK university



##### Lessons

### 10

HOURS

- The external environment
- The marketing mix
- Management/leadership
- Stakeholders
- Introduction to entrepreneurship

##### Activities

### 10

HOURS

- Tour the Bloomberg Headquarters
- A trip to the British Museum
- Campus tours of top London universities
- A trip to Canary Wharf, Camden Market and Greenwich

#### WEEK 2

##### Lectures

### 2

HOURS

- Financial stability of a firm and human resource management



##### Workshops

### 12

HOURS

- Presentation skills: how to present your research project
- What skills do you need to excel in Business?



##### Lessons

### 8

HOURS

- The importance of cashflow to a business
- Innovation strategies
- Human resource management
- Business ethics

##### Activities

### 10

HOURS

- Trip on the London Eye and a city walk
- Thames River Cruise
- Shopping at the Westfield Centre
- Campus tours of top London universities

**2 TYGODNIOWY PAKIET: £2950**

Specjalny program dla młodzieży zaawansowanej językowo która łączy swą przyszłą karierę ze światem biznesu i finansowania. Powyżej przykładowy program dwutygodniowego kursu. Kurs odbywa się w CATS College London

WYMAGANIA JĘZYKOWE: POZIOM ODPOWIADAJĄCY IELTS 4,0+

#### Who is this programme for?

For students with a keen interest in business, finance and economics wanting to develop their business awareness, skills and experience.

Depending on your academic level, you will work on a research project utilising the Bloomberg Terminals or you will complete the Bloomberg Market Concepts certification (BMC), an eight hour self-study qualification. Both options will help you develop essential skills needed to go on to study business at a higher level.

You will also visit leading London companies and be inspired to develop your own ideas and start your career.

#### What will you achieve?

You will:

- use the Bloomberg Terminals to either complete a business research project or complete the Bloomberg Market Concepts certification
- understand how to apply to university in the UK
- develop academic skills such as critical thinking, presentation skills and research methodologies
- develop essential skills such as confidence, leadership and teamwork.

#### PROGRAM OBEJMUJE:

Angielski na zaawansowanym poziomie  
Program zajęć towarzyskich  
Wycieczki edukacyjne  
Zakwaterowanie/wyżywienie

Więcej informacji/rezerwacje

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