

BLOOMBERG BUSINESS ADVANTAGE

BE BUSINESS-MINDED

COURSE OVERVIEW

Using the Bloomberg Terminal computer software system, designed for professionals in the finance sector to monitor and analyse real-time financial market data- this course is a fantastic opportunity to work with this world-renowned system. Participants will explore a variety of different elements of business including marketing, management and leadership and ethics. Students will use the Bloomberg Terminals to conduct their own research which they will collate and present to a panel of judges on the final day of their course. They also have the opportunity to gain the BMC qualification in using the terminals. Lessons and workshops will be complemented by visits to relevant places of interest such as the Bank of England, a trading desk and a business university. London is also home to the Bloomberg European Headquarters- the first wholly owned and designed Bloomberg building in the world- our students will visit this exciting destination as part of this programme.

PROGRAMME OUTCOMES

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.

ACTIVITIES & EXCURSIONS

Half-day excursions have academic and cultural learning objectives that will inform and inspire the academic programme as well as familiarising students with one of the world's greatest cities. Evening activities are energetic, social & fun - highlights; a West End Musical, a Disco and "Freejumping" Trampoline. Weekend Excursions are stimulating with Saturday mix of exploration and learning whereas Sunday is more relaxing.

COURSE INFORMATION

CLASS SIZE: Maximum 14 **AGE RANGE:** 14 - 17 **COURSE LENGTH:** 2 weeks

ACADEMIC REQUIREMENTS/ LANGUAGE LEVEL: Upper intermediate B2 level recommended
START DATES: 04/07/21 (2 weeks)
 17/07/21 (2 weeks)

SAMPLE PROGRAMME

WEEK 1	MORNING	AFTERNOON	EVENING
	09.00 - 12.00	13.00 - 16.30	19.30 - 22.00
SUN	Arrival at accommodation and induction from house parents		Orientation & Welcome party
MON	Student orientation + HE lesson Introduction to Business Studies- business objectives + entrepreneurship lesson	London city walk	Oxygen Freejumping - trampoline park
TUES	External environment lesson Introduction to Bloomberg terminals. Use of terminal to research businesses to base project on	Bank of England visit	Bowling
WEDS	Marketing mix lesson Use of Bloomberg terminals to research specifically on their chosen business in regard to profitability, expenditure and market share	Bloomberg HQ tour	Free evening
THUR	Management/ leadership lesson Use of Bloomberg terminals to research how changes in economy have influenced costs and demand of their chosen business.	Visit to a London University	Welcome Disco
FRI	Stakeholders/ business ethics lesson Use of Bloomberg terminals to research level of competitiveness of rival firms of their chosen business	British Museum	Ukelele workshop
SAT	Included Full Day Excursion: Cambridge, Walking Tour & an entrance to a Cambridge College		Project group work and relaxing
WEEK 2			
	09.00 - 12.00	13.00 - 16.30	19.30 - 22.00
SUN	Full Day Excursion: Thorpe Park		Project group work
MON	Visit to a London University	Cash flow lesson (90mins) Use of Bloomberg terminals to research financial stability of chosen business in regards to cash flow, assets and liabilities. (90mins)	Ice Skating
TUES	London City treasure hunt (3hrs)	Innovation strategy lesson (90mins) Use of Bloomberg terminals to research on the current CEO/ leader of their chosen business. (90mins)	Musical Theatre in the West End
WEDS	Visit to a London University	Recruitment process lesson (90mins) Use of Bloomberg terminals to research supplier and customer chains of their chosen business. (90mins)	Free evening
THUR	Westfield shopping centre trip (3hrs)	Employability workshop (90mins) Use of Bloomberg terminals to finalise their research and summary of findings for their project presentation. (90mins)	Paparazzi Challenge and Final Presentation Preparation
FRI	Trading desk visit	Student presentation to a panel of judges. This will include members of the College and external Business contact. (3hrs)	Leaving Party
SAT	Visit: London Chill Out Day, local Park, sight-seeing & Shopping		Free evening
SUN	Departure		

This is a sample programme and all elements may be subject to change. Lessons may take place in the mornings or afternoons.