

# Breaking Digital factsheet and sample week



Earlscliffe



Ages: 14-17 years

Lessons: 20 hours per week (x60 mins)

Minimum English level: B2+ (Upper-Intermediate)

Early Bird price: £3,075 (book before 31/03/23)

Price after 31/03/23: £3,275

Duration: two weeks

Starting dates: 25 June or 08 July or 22 July 2023

Breaking Digital can be combined with other courses to make a longer stay  
(e.g. add one week of Think Global! or a two week Mini MBA™ course)

*“During my stay at Earlscliffe, I think I have spoken my own language maybe twice. I am even thinking in English now! The connections I have made here are so strong, as you spend so much time together. People from all over the planet - I feel like I have known them for years!”*

*Hannes, Germany*

**Special feature: London media workshop with expert professionals**

## Course content

- Analysing news: navigating the 21st century media landscape
- Investigative journalism: collaborating to create a school newspaper
- Learning about film and photography
- Learning about the role internet plays in society, and how it could shape the future



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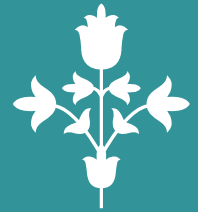
## Course objectives:

- A deeper understanding of interculturality and global information on the left and right
- An increased awareness of digital literacy – how information is understood and processed
- Experiencing a day in the life of an editor to better appreciate language as a tool for influence
- Upgrading existing language skills and known structures to impact and foster choice
- Explore techniques and tools that fully exploit visuals and images in terms of a picture being worth a thousand words
- Production of digital content

## Breaking Digital 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 House games	Trip to Margate and Dreamland theme park	Lessons 1 & 2: Theory: Introductions; the internet and social media	Lessons 1 & 2: Language: Coverage of current issues in the UK	High speed train to London: Tate Modern Museum, a walking tour and Leicester Square	Lessons 1 & 2: Language: the news, journalism and the UK media landscape	Lessons 1 & 2: Task: 'The Newsroom': Creating a Folkestone news broadcast
10:30	Morning break		Morning break			Morning break	
10:45	Walk to town and ice-cream at Mermaids		Lessons 3 & 4: Language: Reporting news, sensationalism and generating clicks	Lessons 3 & 4: Debates: Preparation to participate in mock hustings		Lessons 3 & 4: Task: Planning and conducting interviews in Folkestone	Lessons 3 & 4: Language: Developing pronunciation for presenting
12:15	Lunch		Lunch			Lunch	
13:15	Trip into Ashford Outlet Centre	Lessons 5 & 6: Task: Publishing a summer school blog	Lessons 5 & 6: Participation in mock hustings	Lessons 5 & 6: Task: 'The Newsroom': Creating a Folkestone news broadcast	Lessons 5 & 6: Presentations of work		
15:15		Afternoon break		Afternoon break			
15:45		Afternoon activities: Arts and crafts Gym Swimming Football	Afternoon activities: Jeux sans Frontières	Afternoon activities: Visit Folkestone in small groups	Afternoon activities: Rounders Basketball Tennis Baking		
17:00	Free time						
18:00	Dinner						
19:30	Welcome party and games	Film night and popcorn	Beach night	'Earlscliffe's Got Talent' show	Table tennis Basketball Movie night	Ten-pin bowling trip	70s disco night
22:00	In houses						

# Mini MBA™ factsheet and sample week



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Ages: 15-17 years

Lessons: 20 hours per week (x60 mins)

Minimum English level: B2+ (Upper-Intermediate)

Early Bird price: £3,075 (book before 31/03/23)

Price after 31/03/23: £3,275

Duration: two weeks

Starting dates: 25 June or 08 July or 22 July 2023

Mini MBA™ can be combined with other courses to make a longer stay  
(e.g. add one week of Think Global! or a two week Breaking Digital course)

*"The Mini MBA™ was the most challenging summer course I have ever attended,  
but it was also the most fun and interesting experience."*

Flavia, Romania

**Special feature: Visit to the Bank of England or the Museum of Brands**

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

# Sustainable Futures factsheet and sample week



Earlscliffe



Ages: 14-17 years

Lessons: 20 hours per week (x60 mins)

Minimum English level: B1+ (Intermediate)

Early Bird price: £3,075 (book before 31/03/23)

Price after 31/03/23: £3,275

Duration: two weeks

Starting dates: 25 June or 08 July or 22 July 2023

Sustainable Futures can be combined with other courses to make a longer stay  
(e.g. add one week of Think Global! or a two week Breaking Digital course)

*I love Earlscliffe. I hope I'll be able to come back here for a third time next year.  
I feel like this is my second home!  
Karolina, Poland*

**Special feature: Coastal expeditions**

## Course content:

General topics covered:

Environmental culture & beliefs / Waters systems & resources / Food & soil systems

Consumption and fast fashion / Engineering: Mega-engineering projects & finding solutions

Enacting change & entrepreneurship / Energy & saving energy



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## Course structure:

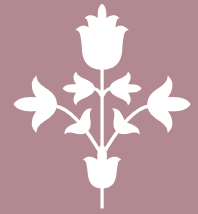
- Each day starts with 'thinking globally', before evolving to look at local issues
- Every day ends in practical project work; inspiring students to 'do' as opposed to just 'know'
- Week 1 has a more scientific and environmental focus
- Week 2 has more of a global politics and business focus
- Learning takes place in a variety of locations and formats; from fieldwork and town surveys to collaborative classroom workshops

## Sustainable Futures sample week

	Saturday	Sunday	Monday	Tuesday	Capital Wednesday™	Thursday	Friday
<b>07:30</b>	Wake up, room inspections and breakfast						
<b>09:00</b>	Arrivals & departures throughout the day Basketball Arts and crafts	<b>Trip to Thorpe Park theme park</b>	<b>Lessons 1 &amp; 2:</b> Introductions: Environmental cultures and beliefs	<b>Lessons 1 &amp; 2:</b> Theory: Major environmental issues in the world today	<b>High speed train to London: The Natural History Museum, Covent Garden and shopping</b>	<b>Lessons 1 &amp; 2:</b> Language: Mass consumption and resources	<b>Lessons 1 &amp; 2:</b> Task: Creating clothing for a 'Slow Fashion' show
<b>10:30</b>	Morning break		Morning break			Morning break	
<b>10:45</b>	Football Table tennis Baking Board games Badminton		<b>Lessons 3 &amp; 4:</b> Theory: Models, systems and cycles	<b>Lessons 3 &amp; 4:</b> Language: Debating skills		<b>Lessons 3 &amp; 4:</b> Theory: Mitigating the cost of our lifestyles	<b>Lessons 3 &amp; 4:</b> Language: Developing pronunciation for presentations & public presentation skills
<b>12:15</b>	Lunch		Lunch			Lunch	
<b>13:15</b>	<b>Trip into Ashford Outlet Centre</b>		<b>Lessons 5 &amp; 6:</b> Task: Create a 'Green Wonderwall'	<b>Lessons 5 &amp; 6:</b> Task: Debating environmental policies		<b>Lessons 5 &amp; 6:</b> Planning and sourcing materials for a 'Slow Fashion' show	<b>Lessons 5 &amp; 6:</b> Presentations of work
<b>15:15</b>		Afternoon break		Afternoon break			
<b>15:45</b>		<b>Afternoon activities:</b> Football Softball Park Games Table tennis	<b>Afternoon activities:</b> Swimming Beach trip Badminton Arts and crafts	<b>Afternoon activities:</b> Visit Folkestone in small groups	<b>Afternoon activities:</b> Rounders Basketball Football Baking		
<b>17:00</b>	Free time						
<b>18:00</b>	Dinner						
<b>19:30</b>	Welcome party and games	Film night and popcorn	International quiz	"Minute to win it"	Pamper party Basketball competition	<b>Cinema trip</b>	Black and white dress theme disco
<b>22:00</b>	In houses						

This is an example timetable and may be subject to change beyond our control

# Think Global! factsheet and sample week



Earlscliffe



Ages: 13-17 years

Lessons: 20 hours per week (x60 mins)

Minimum English level: A2+ (Pre-Intermediate)

Early Bird price per week: £1,395 (book before 31/03/23)

Price per week after 31/03/23: £1,495

Duration: 2-7 weeks

Starting dates: 25 June or 08, 15, 22, 29 July 2023

Think Global! can be combined with other courses to make a longer stay  
(e.g. add two weeks Sustainable Futures or two weeks of Breaking Digital course)

*“The best summer holidays ever! Not only because I have met lots of absolutely amazing people (students and staff) but also because I learned lots about life. Beach walks were great fun! Earlscliffe is such a unique place where you feel like you do at home. “*  
*Emma, Kazakhstan*

Special feature: UNESCO debates every Thursday

## USPs:

- Lessons are relevant to the modern world; involving topics which are increasingly relevant in our students' lives
- A course which aims to push students to think critically; looking at the world and issues in a variety of ways, and take on points of view which aren't necessarily their own
- A course with a focus on creativity; getting students creating content to deadlines in a variety of formats
- A course with a huge focus on collaboration. All lessons aim to maximise speaking and leverage the multicultural nature of the classes
- A course which prepares students to stand up in front of an audience and present ideas and debate
- Weekly themes which give purpose to learning, so students can see why they are studying content, and how themes relate to bigger pictures. This also gives students a change to recycle and apply their language in a variety of formats
- Gamified learning to motivate students to perform. Work may result in gaining territory in a civilization game, earning social credit points in the dystopian week, or contributing to your overall budget for the summer festival

Every week sees our students focus on a new theme, below is one example:

# Think Global! sample week

## Theme of the week: the rise and fall of civilizations

	Saturday	Sunday	Monday	Tuesday	Capital Wednesday™	Thursday	Friday
<b>07:30</b>	Wake up, room inspections and breakfast						
<b>09:00</b>	Arrivals & departures throughout the day Basketball Arts and crafts	<b>Trip to Canterbury including a guided boat tour</b>	<b>Lessons 1 &amp; 2:</b> Topic & vocab: Describing countries & where I am from	<b>Lessons 1 &amp; 2:</b> Topic & vocab: Describing culture and cultural dimensions	<b>High speed train to London: The London Dungeon and Westfield</b>	<b>Lessons 1 &amp; 2:</b> Global issues	<b>Lessons 1 &amp; 2:</b> The world in 2023
<b>10:30</b>	Morning break		Morning break			Morning break	
<b>10:45</b>	Volleyball Tennis Baking Board games Dance		<b>Lessons 3 &amp; 4:</b> Topic & vocab: Geographical features	<b>Lessons 3 &amp; 4:</b> Writing: A day in the life of a citizen		<b>Lessons 3 &amp; 4:</b> UNESCO debate preparation for UN mock summit	<b>Lessons 3 &amp; 4:</b> Language for negotiations
<b>12:15</b>	Lunch		Lunch			Lunch	
<b>13:15</b>	<b>Trip into Ashford Outlet Centre</b>		<b>Lessons 5 &amp; 6:</b> Presentations: Research, design and present your own civilization	<b>Lessons 5 &amp; 6:</b> Task: Film a news broadcast from your mock civilization		<b>Lessons 5 &amp; 6:</b> Debate: UN mock summit	<b>Lessons 5 &amp; 6:</b> Task: Diplomacy for schools game
<b>15:15</b>			Afternoon break			Afternoon break	
<b>15:45</b>			<b>Afternoon activities:</b> Football Softball Colour wars Table tennis	<b>Afternoon activities:</b> Swimming Basketball Volleyball Arts and crafts		<b>Afternoon activities:</b> Visit Folkestone in small groups	<b>Afternoon activities:</b> Drama Beach trip Football Baking
<b>17:00</b>	Free time						
<b>18:00</b>	Dinner						
<b>19:30</b>	Welcome party and games	Film night and popcorn	Beach games	Cluedo	Chill night	<b>Ten-pin bowling trip</b>	Silent disco
<b>22:00</b>	In houses						