



British Study Centres
Summer learning

certificate in **business**

Summer Programmes 2010



British Study Centres
GROUP

Study business in England this summer!

4 or 8 week summer programme in **Oxford** or **London**



Choose to study in the exciting heart of London or in the quieter ancient university city of Oxford...

Created for University level students with a good intermediate level of English. You can join for either 4 or 8 weeks, after which you will receive a Certificate or Higher Certificate.* Classes take place in the morning, Monday to Friday (9am until 12 noon) with the option of English and Business English lessons in the afternoon.

The syllabus - All the essentials of business are covered including business administration, marketing, basic accounting and business law, providing an ideal foundation for further study or improved career success. The course also includes interesting business-related visits.

The teachers - We have over 30 year's experience in providing high quality business programmes, our lecturers are highly qualified and teach at bachelor's or master's degree level and have been chosen for their expertise and communication skills.

Social Programme - We offer a full and exciting range of options (many of which are free) so that you can enjoy your spare time and make new friends.

English Language classes (*extra cost*) - If you would like to improve your English language skills you can attend classes in the afternoons.

Accommodation and airport collection (*extra cost*) - We offer a range of options including high quality, en-suite residences, as well as homestays with breakfast and evening meal. Please enquire for full details and availability.

Students receive a certificate of attendance



Part One - 5 July to 30 July 2010

| Week | Business | Marketing | Enterprise | Business Law | Projects/Excursions |
|------|----------------------------|---------------------------------------|--------------------------------|---|--|
| 1 | Human Resources | The Marketing Environment | Types of Business | Introduction to the European Business Process | Business Excursion (commercial law) |
| 2 | Culture & the Organisation | Segmentation, Targeting & Positioning | Business Structures | Comparative Legal Structures in European Business | Live Case Study |
| 3 | Business Communications | Branding | Principles of Entrepreneurship | Contract Law: The Legal Nature of Transitions | Business Excursion (retail or banking) |
| 4 | Motivation | Marketing Planning | Business Start Up | Contract Law: Legal Obligations | Live Case Study |

Part Two - 2 August to 27 August 2010

| | | | | | |
|---|-------------------------|--|---------------------------|--|--|
| 5 | Managing Change | The Marketing Communications Mix 1 | Creating a Business Plan | Legal Aspects of Business Start Up | Business Excursion (service marketing) |
| 6 | Operations Management | The Marketing Communications Mix 2 | Successful Entrepreneurs | The Legal Reporting Requirements of SMEs | Live Case Study |
| 7 | Business & the Internet | Marketing Channels & Logistics of Distribution | Going Public | Business Interface with Legal Profession | Business Excursion |
| 8 | International Business | The Future | Stock Exchange Operations | Contemporary Legal Issues | Live Case Study |

Choose from:

Course Title

> **Certificate in Business Studies**

Course Starts

> 5th July **or** 2nd August

Entrance Requirement

> A reasonable English fluency. Please ask for our test if you are unsure of your level.

Course Duration > 4 weeks

Course Fee > £990.00

Course Title

> **Higher Certificate in Business Studies**

Course Starts

> 5th July

Entrance Requirement

> A reasonable English fluency. Please ask for our test if you are unsure of your level.

Course Duration > 8 weeks

Course Fee > £1,590.00

Additional Extra Option...

> **English Language Classes**

Classes per week

> *Light (G5)* - 5 lessons per wk
> *Intensive (G10)* - 10 lessons per wk

Additional Course Fee

> *Light* - 4 weeks - £210
> *Intensive* - 4 weeks - £310
> *Light* - 8 weeks - £310
> *Intensive* - 8 weeks - £610

NB. English language may be studied at the same time as studying the business course.

Accommodation

Host family - standard, single room, half-board > £145 per week

Student house - *Oxford only* - single room, self-catering > £140 per week

Student residence - superior accommodation, single room, en-suite, self-catering > from £195 per week

How to apply:

Either through your local British Study Centres representative or, if you are in England, please telephone Charles Pizzezy on (01865) 254386 or email charles@british-study.com

CENTRAL LONDON



BRITISH STUDY CENTRES WEST LONDON COLLEGE

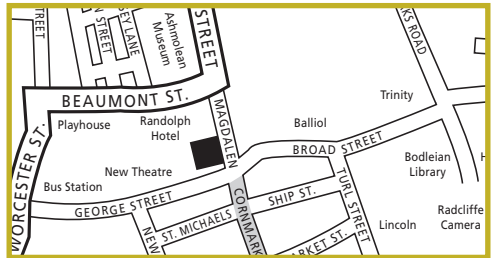
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Mayfair, London W1K 6DB, UK

Telephone: 020 7491 1841

E-mail: london@british-study.com

Web: www.british-study.com

CENTRAL OXFORD



BRITISH STUDY CENTRES OXFORD BUSINESS SCHOOL

Oxford House, Magdalen Street
Oxford OX1 3AE, UK

Telephone: 01865 246620

E-mail: oxford@british-study.com

Web: www.british-study.com



British Study Centres
Summer learning

Invest in your future



Part of the British Study Centres group of colleges.

All courses offered are subject to student numbers. While the information contained in this brochure is correct at the time of printing, British Study Centres reserves the right to amend course specifications as required.

*Please note: Certificates are only issued subject to a minimum of 85% attendance and completion of all work set.