



Nº1

The UK's Number One
Summer School

COURSE OVERVIEW

Future Entrepreneur

12-16yrs

📍 Headington



At a glance

Introduction to Future Entrepreneur

The Future Entrepreneur course is designed for students who aspire to make an impact in the world of business. Through a combination of strategic thinking, creative problem-solving, and real-world applications, this programme prepares you to lead with confidence in an ever-evolving global market.

Academic Content

15 hours of subject-specific academic content per week with an experienced subject tutor, delivered through interactive and hands-on lessons.

English Language Level

Students require a minimum English level of B1+ to enrol onto this programme.





About the programme

Our two-week Future Entrepreneurs programme is crafted for ambitious students ready to dive into the fast-paced world of business. This programme offers a deep dive into key business disciplines, including entrepreneurship, marketing, and financial strategy, equipping you with the knowledge and skills to thrive in any business environment.

The course emphasises innovation and strategic leadership. You'll be challenged to think critically and creatively as you tackle real-world business problems and develop strategies that could shape the future of industries. Through interactive workshops, case studies, and business simulations, you'll gain practical experience that mirrors the challenges faced by today's business leaders.



Collaboration and networking are integral parts of this experience. You'll work in teams to develop business plans, pitch ideas, and analyse market trends, learning to navigate the complexities of teamwork and leadership in a corporate setting. These collaborative projects are designed to sharpen your decision-making skills and enhance your ability to lead diverse teams.

In addition to technical business skills, the course also focuses on personal development, helping you build the confidence, resilience, and adaptability needed to succeed in the business world. You'll engage with industry professionals who will share their insights and experiences, providing you with a real-world perspective on what it takes to lead in today's competitive market.

By the end of the course, you will have a solid foundation in business principles and the leadership skills to drive success in any endeavor. Join us at SBC this summer, and take the first step toward becoming a future business leader ready to innovate and excel.





Key Learning Outcomes



1.

Foundations of Entrepreneurship

Understand the principles of entrepreneurship and how new businesses are created, from recognising opportunities to developing workable ideas.

2.

Business Planning and Strategy

Gain practical experience in planning, decision-making and resource management through business challenges and case studies.

3.

Communication and Pitching

Develop communication and presentation skills by preparing and delivering business pitches with confidence.

4.

Collaboration and Problem-Solving

Build teamwork and problem-solving abilities by working collaboratively on projects that reflect real business scenarios.





Subject Theme

The Big Solutions Challenge

The Big Solutions Challenge gives students the chance to confront some of the greatest challenges facing our world today. Working in teams, you'll explore issues such as global health, climate change, peacebuilding, and the role of technology, thinking critically about what solutions might look like in the future. Each subject plays a part in shaping these answers: doctors lead health campaigns, scientists present breakthrough models, entrepreneurs pitch start-ups, leaders draft charters, and journalists bring stories to life. Over the course of the week, ideas are tested, refined, and brought into focus, preparing for a final showcase where projects are revealed to the whole community. The result is a live event of campaigns, inventions, and performances that demonstrates how young minds can approach the toughest questions with creativity and determination.





Fundamental concepts

Future Entrepreneurs explore how new ideas can become real solutions to global challenges. The focus is on creativity, problem-solving, and clear communication. Students learn the essentials of identifying a problem, designing a product or service that addresses it, and showing why it has value.

Future Entrepreneur Frameworks

Projects follow the basic steps of entrepreneurship: define the challenge, design a solution, create a prototype or visual, and present a pitch. Students work in teams to prepare their start-up idea, then deliver it to an audience as if seeking investment. The framework encourages teamwork, planning, and the ability to persuade.

Foundational Vocabulary

Prototype, pitch, brand, customer, market, innovation, investment, product, service, value, impact, start-up, equity, solution, presentation.





Time to Shine

Time to Shine gives every student the chance to practise public speaking in a structured setting. By researching, preparing and delivering a project to an audience, you build confidence in expressing ideas clearly and develop the ability to present with authority. It's an opportunity to refine communication skills that are valuable for academic study, professional life and beyond.

In the showcase, Future Entrepreneurs step into the role of founders pitching their global start-ups. Each team takes the stage to present a product or service designed to tackle a pressing challenge such as climate, health, or inequality. They reveal their prototype or brand materials, explain how their idea works, and persuade the audience of its potential impact. The task mirrors real-world pitching: concise, confident, and convincing.





Time to Shine Project: Week One

Develop a business idea that improves access to clean resources. This could be technology for safe drinking water, affordable renewable energy, or waste reduction. Students prepare a prototype or visual design, along with a short pitch that explains how their start-up addresses a real global need.

Time to Shine Project: Week Two

Create a start-up proposal focused on communication or education. Ideas might include an app that connects isolated communities, a low-cost learning tool, or a service that supports peacebuilding. The project challenges students to think beyond profit, considering how entrepreneurship can improve lives on a global scale.





Course Objectives

Future Entrepreneurs is a two-week programme for students who want to understand how business ideas grow and succeed. You'll explore how companies are built, how markets work, and what makes a pitch persuasive. Through projects and simulations you'll practise analysing opportunities, shaping plans and presenting with confidence. By the end, you'll have a stronger grasp of how enterprise works in the real world and the skills to begin shaping your own entrepreneurial path.

Module 1

Building Business Foundations

Learn the essentials of how businesses start and grow. You'll explore the basics of entrepreneurship, from spotting opportunities to understanding what makes an idea workable. Activities focus on planning, goal-setting and exploring the first steps of launching a venture.

Module 2

Markets and Money

This module introduces you to the world of markets, customers and finance. You'll look at how businesses attract buyers, set prices and manage resources. Through case studies and interactive tasks you'll practise analysing trends and making decisions with limited information.

Module 3

Pitch and Present

The final module focuses on communication and persuasion. You'll work in teams to prepare a pitch for a business idea, shaping your message and delivering it with clarity. These sessions give you practical experience in presenting confidently and working under time pressure.





Academic Difficulty

No background knowledge is required. The tasks are designed to be challenging yet approachable, asking students to move from an initial idea to a structured pitch. The main difficulty lies in explaining the value of their start-up clearly and persuasively, within a short time frame.





Case Study

Bridging Theory and Real World Application

The principles of entrepreneurship run through every sector. In healthcare, low-cost medical devices and mobile clinics show how small innovations scale to save lives. In technology, start-ups use coding and design theory to create apps that transform how people communicate, learn, and work. In renewable energy, entrepreneurs adapt scientific breakthroughs into affordable systems for households and businesses. Even in education and the arts, enterprises build platforms that widen access and connect communities. Students see that the same entrepreneurial framework – recognising a problem, designing a solution, and proving its value – applies whether you are launching a medical tool, a clean water system, or a digital service.





Fieldwork Research

Students take their ideas into real settings to see how people respond. They might run quick surveys with peers to gather opinions on a prototype, set up a trial stand in a busy corridor, or test branding materials in outdoor spaces to see what captures attention. Posters can be displayed in different locations, with teams noting how many people stop to read them. Prototypes can be shown to small groups, with feedback recorded and discussed. This process teaches students that entrepreneurship is not only about the idea itself but also about how others engage with it, and how designs improve through repeated testing.

