

International Future MBA 2022 Programme Timetable

WEEK 1	BREAKFAST	MORNING (BREAK 11:00-11:15)	AFTERNOON (BREAK 14:30-14:45)	DINNER	EVENING	
Sun	Arrival, Meet your host or welcome to BLS Residence					
Mon	08:00-09:00 Breakfast	09:30-12:30 Lesson: Introduction to International Future MBA Learn about the course and meet the other students on your course	13:30-15:45 Lesson: Creating a Business Idea Create and discuss business ideas, and present your ideas to the class	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Tues	08:00-09:00 Breakfast	09:30-12:30 Lesson: Creating a USP, Brand & Logo Create and discuss the importance of the USP, company brand and logo	13:30-15:45 Lesson: Copyrights & Patents Consider the importance of copyrights and patents when creating a business and product	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Wed	08:00-09:00 Breakfast	09:30-12:30 Lesson: Pricing & Marketing Thinking about the importance of pricing and marketing of products and services	13:30-15:45 Lesson: Pricing & Marketing: A Case Study A look at the pricing and marketing strategies of successful businesses	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Thur	08:00-09:00 Breakfast	09:30-12:30 Lesson: Customer Service Explore the concepts of customer service across a range of sectors	13:30-15:45 Lesson: Customer Service: A Case Study A look at a range of customer service strategies of successful businesses	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Fri	08:00-09:00 Breakfast	09:30-12:30 Lesson: Communication & Networking Consider the importance of communication and networking in business	13:30-15:45 Lesson: Business Structures & Finance Understanding business structures and finance in a range of industries	19:00-20:00 Dinner	Social Evening	
Sat	07:30-08:30 Breakfast	09:00-18:00 Trip to Cambridge A walking tour of the centre of this university city, where you will learn about the local history and culture. You will also have some free time for exploring		19:00-20:00 Dinner		
WEEK 2	BREAKFAST	MORNING (BREAK 11:00-11:20)	AFTERNOON (BREAK 14:30-14:45)	DINNER	EVENING	
Sun	08:00-09:00 Breakfast	Free Day – Explore the centre of historic Bury St Edmunds			19:00-20:00 Dinner	Homework Review of Today's Lessons
Mon	08:00-09:00 Breakfast	09:30-12:30 Lesson: Contracts & Legal Requirements Learn about different types of contracts and legal requirements	13:30-15:45 Lesson: Operational Plans Create and discuss and operational plan for a business	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Tues	08:00-09:00 Breakfast	09:30-12:30 Lesson: Staffing & Budgeting Think about strategies for staffing and budgeting in a range of businesses	13:30-15:45 Lesson: Accountancy & Taxation Learn about basic accountancy and taxation for business	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Wed	08:00-09:00 Breakfast	09:30-12:30 Lesson: Leadership & Responsibility Consider the importance of leadership and responsibility in business	13:30-15:45 Lesson: Environmental Issues Consider the growing importance of environmental issues for business	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Thur	08:00-09:00 Breakfast	09:30-12:30 Lesson: How to Pitch to Investors Understanding how to pitch to investors	13:30-15:45 Lesson: Future Trends & Economic Growth Predicting future post-COVID trends and economic growth	19:00-20:00 Dinner	Homework Review of Today's Lessons	
Fri	08:00-09:00 Breakfast	09:30-12:30 Lesson: Discussion of MBA courses Discuss MBA courses with an MBA graduate	13:30-15:45 Lesson: Business Presentation Create a business proposal and present your ideas to the class	19:00-20:00 Dinner	Social Evening	
Sat	07:30-08:30 Breakfast	08:00-19:00 Trip to London BLS staff will guide you on a sightseeing walking tour of Westminster, Covent Garden followed by a visit to one of London's world-famous museums. You will also have some free time for exploring		19:00-20:00 Dinner		
Sun	Departure					