

# THE MASTERS

## INSIGHT INTO MANAGEMENT

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A unique entrepreneur programme for high school students aged 16-19



Everyone has the potential to become an entrepreneur ... but not everyone gets to acquire the knowledge and skills needed to transform an idea into a competitive, innovative product. The Masters will start you on the journey to being a successful entrepreneur – allowing you to learn from the best and get real experience while you design, develop and pitch a detailed business plan.

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# WELCOME TO THE MASTERS

Do your students have the drive and determination to develop an idea into a business proposal... and sell it to experts?

The Masters is a unique international competition for the entrepreneurs of the future.

The contest offers high school students a chance to develop their commercial skills and English fluency while also kick-starting their future careers as global business leaders. Teams of bright, creative and confident students from all around the world are selected to come to the UK for an intensive two weeks of learning and competition.

## THE COMPETITION

Working in school teams, students will be required to develop an innovative new business proposal and form a detailed business plan. They will also receive presentations from entrepreneur guest speakers. Their final challenge at the end of the course will be to present their proposal to a panel of guest judges, who will then select the winning team – the Masters Champions.

With a varied programme that equips students to develop business ideas and communicate them effectively to potential investors, the Masters is the perfect bridge from high school study to success in the professional world. The programme also aims to develop essential academic study skills which will help students succeed at university in the future.

We look forward to welcoming you and your school to study with us – and compete!



## LEARNING FROM THE BEST

Alongside project development sessions, students will attend business lectures from experienced teachers and go on a full schedule of excursions – including a visit to a successful British company. The students will also hear three talks by entrepreneurs and guest speakers, who will offer insights into the business world, leadership, the skills needed to succeed, and their own successes and challenges.



The Masters is hosted by Oxford International, a British Council-accredited organisation that has run English language programmes for more than 25 years and has educated over 500,000 international students from Europe, Asia, the Middle East and Latin America.



9 YEARS

17 COUNTRIES

3600+ STUDENTS





STUDENTS TAKE PART IN THE MASTERS FROM ALL OVER THE WORLD:

Mexico, Chile, Honduras, Costa Rica, Colombia, Venezuela, Peru, Panama, Brazil, Ecuador, Italy, Sweden, Ukraine, India, Uruguay, Guatemala, Puerto Rico



## WHAT IS THE MASTERS?

Develop Business English fluency, fire the creative imagination, and build real business knowledge - in a traditional British boarding school setting.

The Masters is a challenging two-week residential business course for ambitious students aged 16-19, taking place every year both at Easter and in the summer.

Ideal for students interested in becoming global business leaders, the course is modelled on Ivy League / Oxbridge MBA programmes and formats such as Dragons' Den and The Apprentice – where real-life entrepreneurs present their ideas to a board of expert investors and businesspeople.



### THE SKILLS TO SUCCEED

From Day One, school teams are challenged to develop a comprehensive business plan for a specific product or service, and, after two weeks of design and development, give a 10 to 15 minute pitch to a panel of entrepreneurs and angel investors.

Along the way, students are encouraged to enhance their strategic and communication skills, as well as their understanding of business development and their ability to work in a team under time pressure. They will learn about marketing, design, motivation, leadership and innovation – all while improving their English fluency and competing for the chance to be judged Masters Champions.

## What will students learn?

STUDENTS RECEIVE MANY LASTING BENEFITS FROM COMPETING IN THE MASTERS:



### COMMUNICATION

Students will be helped to improve their English fluency and formal writing skills in a business context. Public speaking and presentation skills will also be sharpened as they prepare for the final pitch.



### BUSINESS KNOWLEDGE

Students gain an overall insight into business administration, management, investment and the global economy – as well as experience of a real business. They will also benefit from careers advice from our guest entrepreneur speakers and judges.



### INNOVATION AND DESIGN

Team members develop their entrepreneurial, creative and design skills as they work through the development process and help guide a project.



### CULTURE

Students experience British culture and history through living in a boarding school setting and visiting some of the UK's best sights and attractions.



### MAKING CONNECTIONS

Competitors will interact and network with other future entrepreneurs as they meet fellow students from other countries and cultures.



**TEACHERS** will also get the chance to share knowledge with educators from other schools and hear about their experiences. Some may even form international partnerships and exchanges, increasing the profile of their schools both regionally and nationally.



# A VARIED PROGRAMME

Each day's project work is complemented by lectures, social events, sports activities or fun excursions.

Every day of the Masters offers a different challenge and a further opportunity to learn about the ever-changing world of business. In the morning, students attend our series of Business Lectures, while in the afternoon they participate in Product Development sessions and work in teams on their business plan.

## A FULL PROGRAMME OF EVENTS

In the evening, our social programme comes to life with a variety of events, films, sports, discos and trips to places of cultural interest – as well as the opportunity to make friends with peers from around the world.

Students will also enjoy a series of fascinating presentations by established entrepreneurs and businesspeople – giving insights into how companies tackle today's markets, what drives investment decisions, and what abilities are needed for success.



OVER THE YEARS, COMPANY VISITS HAVE INCLUDED:

Range Rover, Lotus, Mini Cooper, Jaguar and Concorde

## Sample Programme

DAY	MORNING	AFTERNOON	EVENING	DAY	MORNING	AFTERNOON	EVENING
1	Arrivals	Arrivals	Mixed Team Mystery Challenge	8	Project Development	Input Session	Talent Show
2	Full day excursion to Oxford	Walking tour & entrance to Christchurch College	Mystery Academic Challenge	9	Project Development	Input Session	On-site Activities & Submission of Business Plan by 19:00
3	Opening Ceremony & Project Brief in London	Extended full day excursion to London with business visit	Extended full day excursion to London	10	Qualifying Round	Qualifying Round	Closing Ceremony
4	Input Session	Project Development	Union Jack Disco	11	Semi Finals 09:00-12:00 Half day shuttle to Windsor	Semi Finals 13:00-16:00 Half day shuttle to Windsor	Farewell Disco
5	Input Session	Input Session/Project Development	On-site Activities	12	Grand Final	Extended full day excursion to London	West End Musical
6	Extended full day excursion to London			13	Departures	Departures	Departures
7	Input Session	Project Development	On-site Activities				



### MODULES INCLUDE:

- Introduction to Business
- Company Branding
- Market Research and Product Placement
- Market Research – Competitor Analysis
- Finance
- Website Design
- Pitching an Idea

# THE BUSINESS COURSE

Students learn the principles of financing, marketing and development – and apply them to their own business ideas.

### BUSINESS LECTURES

Our morning session introduces students to key principles and concepts that will help them gain a holistic and systematic understanding of the business world. Each day, students will look at a different area of business theory and practice – first in general terms, and then more specifically in relation to their team's business plan.

Lecturers are carefully chosen for their background in business, and will give advice on how students should tackle each area of their project as well as how to present the final pitch.

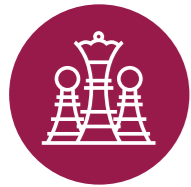


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# PROJECT DEVELOPMENT

In the afternoon sessions, schools work together as a team to create their vision for the business, develop a coherent strategy, produce a business plan, and prepare for the final pitch at the end of the programme.

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## THE STRATEGY

The business strategy provides a roadmap for the company. It reveals the unifying theme, vision and story of the brand and also clearly positions the company and product in the target market, paying close attention to competition. It considers the future plan for the company by mapping out clear objectives. Careful analysis of financial matters and marketing objectives are examined.

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## THE BUSINESS PLAN

The business plan brings together the different elements required for the product strategy. Although teams will not be judged on the business plan itself, a detailed business plan will ensure that the team considers all the necessary elements of their company – being well prepared to discuss them with conviction and confidence when the judges ask questions.

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## THE FINAL PITCH

The ultimate aim of the final pitch is to convince the judges that the idea being presented is not only viable, but also one that they would hypothetically be prepared to risk investing in.

Students will benefit from use of presentation tools such as Microsoft PowerPoint in their pitch. As part of the business lectures, students will also learn communication strategies to convey their idea in the best possible way – using eye contact, tone of voice, ability to convey with conviction and confidence, and gestures for emphasis. Teams should be rehearsed and well prepared as they step in front of the panel of judges.

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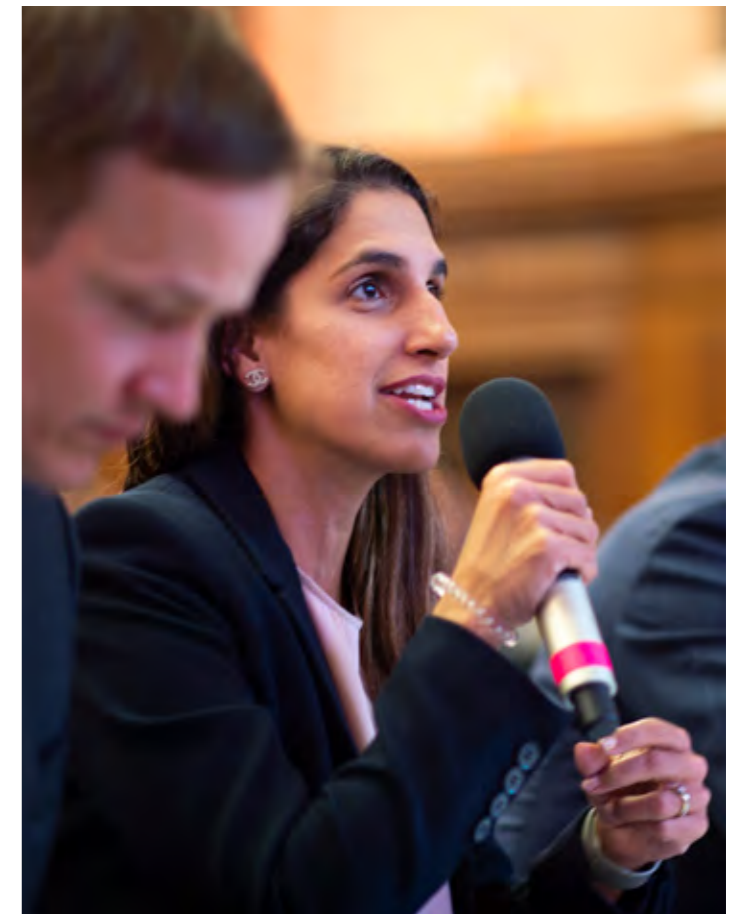
# COMPETITION STAGES, JUDGES AND PRIZES

Which school will be given the ultimate prize of Masters Champions?

Once students have developed their innovative new business idea and produced a detailed business plan they will compete in groups from which the top teams will qualify for the Semi-Final.

At the Semi-Final stage students will refine their business pitch in front of a panel of business specialists to determine who will qualify for the Grand Final.

The top teams will then qualify for the Grand Final where they will make a final pitch to a panel of Business Investors.



## Group Round

All school teams compete in groups to impress the judges with their business proposals.

## Semi-Final

The top teams from each group qualify for the Semi-Final when they will have an opportunity to refine their pitch to a panel of business judges.

## Grand Final

The winner of each group makes their pitch to the expert jury.

## Winners

The winning team is crowned Masters Champions!

### JUDGING THE ENTRIES

Specific criteria are used to judge the quality of each business proposal:

- 1 Company branding and mission:** this encompasses the vision, story and creativity necessary for building a great business idea.
- 2 Product design:** the product must embody good design principles and be well suited for its market.
- 3 Finance:** the numbers must add up!
- 4 Marketing plan:** groups must show an awareness of how to communicate their idea or product to their potential customer base.

### THE JUDGES

Expert judges are chosen from among the successful entrepreneurs and businesspeople who are invited to deliver presentations to our students. Past judges have included:

**Philipp Baddley**

Management consultant and angel investor

**Evelyn Barreto**

Diplomat, Mexican Embassy

**Robert Darell**

Co-Founder, Oxford International

**Roy Rainbird**

Chief Editor Asia Desk, Reuters

**Chris Spanoudakis**

Corporate Financier, formerly Director of Mergers and Acquisitions KPMG

**Xenia Walters**

CFO Nigel Frank International, formerly CFO Into University Partnerships, Regus

**Rory Wilkinson**

International Education Expert, Chairman, Bucksmore Education

**Ian Wharton**

Creative Director AKQA, award winning software and app developer and author of *Spark for the Fire: How youthful Thinking Unlocks Creativity*



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# CULTURAL EXCURSIONS

Get ready to visit some of the UK's most iconic sights and attractions.

Our well-rounded excursion programme achieves a great balance between education, cultural value, relaxation and sheer fun. London destinations have included the Houses of Parliament, a West End theatre show and the City's Bank of England Museum, where students get a fascinating insight into the development of the global economy.

In addition, students will visit either Oxford or Cambridge – two of the oldest university cities in the world. You will spend the day touring the city, with ample opportunity to see the ancient College buildings, absorb the history and observe the thriving student life.

You will also have the opportunity to visit a British company for a guided tour of its departments and operations. Past excursions have included tours of the Jaguar Land Rover, Lotus and BMW Mini plants.



## DESTINATIONS

London  
Oxford or Cambridge



## LONDON ATTRACTIONS

City of London  
(London's financial hub)  
Houses of Parliament  
West End Theatre  
production  
Bank of England Museum



## COMPANY VISITS

Jaguar Land Rover -  
Branding & Production  
Chelsea Football Club -  
Business of Football  
Twickenham -  
Events Management



# LOCATION AND ACCOMMODATION

## Christ's Hospital School

From the moment you arrive you'll see that Christ's Hospital is a very special place.

As well as sweeping sports fields, there are a range of architecturally beautiful buildings designed in part by Sir Christopher Wren, the architect of St Paul's Cathedral.



### Key information



Outstanding historic dining hall that has an incredible likeness to the dining hall at Hogwarts in *Harry Potter*



Purpose-built replica of Shakespeare's Globe theatre for performances



Student common areas have satellite TV and DVD access



Classrooms are purpose-built with SMART boards



Sports facilities include over 100 acres of grounds with tennis courts, football pitches and a swimming pool



#### ACCOMMODATION

Students will stay in double or quadruple rooms.



#### GETTING THERE

London Heathrow (LHR): 1 hour  
London Gatwick (LGW): 30 minutes  
London Stansted (STN): 2 hours

Explore the college at  
[www.christs-hospital.org.uk](http://www.christs-hospital.org.uk)



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# STUDENT WELFARE

The welfare and safety of your students is **our number one priority**.

During their time at the Masters, the safety, security and well-being of all students is paramount. From the careful selection of our staff and locations to the academic and cultural programme, student welfare is our number one priority. Although the Masters is an intensive, challenging competition, it is still crucial that the students have a fun and memorable time with us, and that parents know they are happy and well looked after.

## OUR SUPPORT

Our experienced staff are on-site and available 24 hours a day. They ensure that students settle in, make friends and use English throughout their stay here. They also accompany students on excursions and meet them at the airport when they arrive. Each campus has its own dedicated Welfare Officer and Student Advice Bureau, which students can visit at any time for support, information, or help with problems.

Upon arrival, students will have a compulsory induction session, during which they will receive information about emergency procedures and the code of conduct expected of them while they are here. We also have at least one First Aid-trained staff member and a doctor on call at each centre. Parents must notify us of any medical conditions in advance of arrival.

## GUIDANCE

Oxford International follows British Council and English UK guidelines very carefully. We are also a founder member of Young Learners English – a special interest group run by English UK committed to maintaining high student welfare standards for junior English language courses. For more information visit: [www.englishuk.com](http://www.englishuk.com)



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# ELIGIBILITY AND REGISTRATION

Find out if your students have what it takes to be Masters Champions.

The Masters is a highly demanding and academic programme, and students generally benefit from it in proportion to their contribution to the project and the course as a whole.

Therefore, we recommend that you enquire with us to explore whether the Masters is suitable for you and whether any special arrangements are required. Our academic support staff are available to answer any questions: you can contact them at the details below.

## YOUR TEAM

We recommend you select 5-20 of your most gifted students to form your Masters team. There is also one free teacher place per 10 students.

## ELIGIBILITY CRITERIA

- Students must be between 16 and 19 years of age and still enrolled at high school.
- Students should have a minimum of a B2 English level (see <https://www.britishcouncil.es/en/english/levels/b2> for information).
- Students must be accompanied by a dedicated member of the teaching staff who has a very high level of English.
- One of our academic team will discuss the programme with you in detail prior to enrolling to ensure you are ready to join the programme.

## Register

You can complete the provided registration form and return it to Matt Hird (Global Sales Director) at [MHird@oxfordinternational.com](mailto:MHird@oxfordinternational.com).

Leading up to the competition, our academic support staff are available to answer any questions you may have during preparation:

**Telephone:** +44 (0)20 8293 1188 • **Email:** [beo@oxfordinternational.com](mailto:beo@oxfordinternational.com) • **Web:** [oxfordinternationaljuniors.com/masters](http://oxfordinternationaljuniors.com/masters)





# FURTHER YOUR STUDIES WITH OXFORD INTERNATIONAL

After the Masters Champions are chosen, your visit needn't come to an end.

The Masters is just one of a variety of programmes that we run throughout the year and, as part of the Oxford International family, students can also choose from a range of further outstanding educational and cultural courses.

## NAVIGATOR



Over 1,000 BEO students enjoy a fun, educational trip at the end of their Masters course. Join them to explore new European cities, visit iconic sights and experience new cultures. Our programmes are designed to stimulate young minds and can be adjusted to suit your group's needs.

### Where:

Popular tours include: Paris and Disney; Brussels and Amsterdam; Scotland; Italy; Berlin and Madrid

### When:

At the end of the Masters programme, but tours can be arranged year-round

### Programme includes:

- Transport, accommodation and meals
- A full visits programme (museums, technical visits, attractions)
- Subject-specific programmes if required (e.g. art, history, business, languages)
- 24/7 assistance

Find out more at [www.oxfordinternational.com/](http://www.oxfordinternational.com/)

## INDEPENDENT BOARDING SCHOOLS



d'Overbroeck's is a selective, highly ranked day and boarding school for students aged 11-18 which accepts international boarders from the age of 11+ onto IGCSE, Study Abroad and A-Level programmes. d'Overbroeck's is ranked in the Top 1% of schools in the UK and ranked 27th in the Times league table of co-educational schools.

Find out more at:

[www.doverbroecks.com](http://www.doverbroecks.com)



Established in 1988, Oxford Sixth Form College is one of the UK's leading independent sixth form colleges for students aged 15-19. We offer greater flexibility than mainstream schools with over 30 subjects on offer across A-Level, GCSE and BTEC. For students looking to improve on their results, we also offer specialised, examination board specific, A-Level retake programmes that provide the right environment for you to have the opportunity to improve your results and secure a place at a top university.

Find out more at:

[www.oxfordsixthformcollege.com](http://www.oxfordsixthformcollege.com)

## BUCKSMORE EDUCATION



Bucksmore Education provides quality English Language summer schools in Cambridge, Oxford and the South of England for individual students from all over the world. Bucksmore offers a diverse collection of summer programmes that range from intensive English programmes in prestigious UK boarding schools to challenging leadership and pre-university courses in colleges at Oxford University and King's College London.

Bucksmore Education is accredited by the British Council.

Find out more at [www.bucksmore.com](http://www.bucksmore.com)



# CONTACT US

Get in touch with us today to find out more

To find out more about the Masters, or to apply, please contact your local Oxford International representative. Alternatively, you can also contact us directly at the details below.

Our staff will be happy to answer any questions you have and will help you with the process of applying for and organising the trip.

We look forward to meeting you!

**Telephone:** +44 (0)20 8293 1188

**Email:** [beo@oxfordinternational.com](mailto:beo@oxfordinternational.com)

**Web:** [www.oxfordinternationaljuniors.com/masters](http://www.oxfordinternationaljuniors.com/masters)

**Oxford International Education Group**

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