



Nº1

The UK's Number One  
Summer School

COURSE OVERVIEW

## Faculty of Business

14-17yrs

📍 Dukes Cambridge Summer School



# At a glance

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## Introduction to Faculty of Business

The Faculty of Business is where innovative ideas meet strategic thinking. This programme is crafted for aspiring business leaders who want to gain a deep understanding of the corporate world while developing the skills necessary to drive success in a fast-paced, global market.

## Academic Content

20 hours of subject-specific academic content per week with an experienced subject tutor, delivered through interactive seminars and hands-on practical workshops.

## English Language Level

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





## About the programme

The Faculty of Business gives you a clear introduction to the fundamentals of enterprise. Across two weeks you'll explore entrepreneurship, finance, marketing and management, building the knowledge and confidence to approach business with a strategic mindset.

The course develops practical understanding of how businesses plan and grow. You'll learn the principles of market analysis, financial forecasting and business planning, applying them to scenarios where clear thinking and quick decisions matter.

Learning is hands-on. You'll take part in simulations, workshops and case studies that reflect the challenges faced by professionals in fast-changing markets. These activities strengthen your ability to problem-solve, make decisions and present ideas persuasively.

Collaboration is central to the programme. You'll work in groups to design projects, pitch ideas and respond to challenges, while also learning from experienced mentors who share insight from their own careers.

Studying business at Dukes Cambridge prepares you for a range of future paths. Whether you aim to launch your own venture, contribute to global companies or lead teams, this programme equips you with the skills and knowledge to succeed.





## Key Learning Outcomes



### 1.

#### Gain a solid grounding in business fundamentals

Study management, finance, marketing and operations to understand how organisations succeed and adapt.

### 2.

#### Apply analytical and strategic skills

Work with case studies and simulations to interpret data, assess challenges and make sound business decisions.

### 3.

#### Develop entrepreneurial confidence

Learn how to spot opportunities, design business plans and present ideas effectively to different audiences.

### 4.

#### Strengthen collaboration and leadership

Engage in group projects that mirror real business teamwork, building your ability to communicate, negotiate and lead.





# Subject Theme

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## The Challenge Lab

The Cambridge Challenge Lab gives students the chance to turn ideas into action. Over the course of the challenge, you'll take what you've learned in class – concepts, theories, and creative approaches – and put them to the test. Each subject sets its own challenge: scientists run live demos, medics work through clinic simulations, psychologists design social experiments, business students act as consultants, and artists create large-scale installations. English students launch a full publication, taking on the roles of writers, editors, and designers. The Lab becomes a space where experimentation meets presentation, where you'll learn how to move from planning to execution, and from individual thinking to group collaboration. The week culminates in a showcase where projects are demonstrated, performed, or displayed in real time, allowing the audience to see the full journey from theory to practice.





## Fundamental concepts

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Students explore how businesses identify problems and develop practical solutions. They learn the basics of analysis, strategy, and presentation – the same building blocks used in professional consultancy. The focus is on thinking clearly, organising information, and turning evidence into advice that others can act on.

## Faculty of Business Frameworks

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The subject is modelled on consultancy practice. Teams are given a real-world style business challenge and asked to respond as if they were an external consultancy. They move step by step: define the problem, collect data, discuss options, and prepare a clear set of recommendations. The process ends with a live presentation to the “client” audience, echoing the boardroom setting.

## Foundational Vocabulary

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Analysis, strategy, recommendations, client, stakeholder, solution, data, evaluation, market, proposal, report.





## 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.

At the end of the week, each team presents its consultancy brief to the audience, who act as the client. The task is to explain the problem clearly, outline the proposed solution, and give reasons why it will work. Students experience the pace and focus of a boardroom presentation, where decisions are made quickly and communication must be sharp.





## Time to Shine Project: Week One

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Analyse a case where a company wants to expand into a new market. Students consider customer needs, cultural differences, and competition, then prepare recommendations that show the opportunities and the risks.

## Time to Shine Project: Week Two

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Work on a consultancy task about sustainability. A business may be trying to reduce its environmental impact or improve its reputation. Students design practical steps – such as changes in supply chains or communication strategies – and present them in a structured brief.





## Case Study

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### **Bridging Theory and Real World Application**

Consultancy methods are used in every sector. In technology, consultants guide companies through digital change and new product launches. In healthcare, they advise hospitals on how to use resources more effectively or improve patient care. In energy and sustainability, consultants help firms cut emissions and adapt to new regulations. Even governments use consultancy teams to review policies or design new systems. By preparing and delivering their own consultancy brief, students practise the same skills – analysis, teamwork, and persuasive communication – that professionals apply across industries worldwide.





## Fieldwork Research

Groups observe real examples of business operations in daily campus life – how resources are used, how services are delivered, or how people respond to changes in environment. These observations can spark ideas and help students link theory to practice.





## Academic Difficulty

No prior experience is needed to take part in this subject. Every student is welcome, whether or not they've studied the subject before. Key ideas and terms are introduced step by step, and all materials are provided during the course. The emphasis is on participation, teamwork, and curiosity, so students can contribute fully and grow in confidence as they prepare for the final showcase.





## In-Person Programme Benefits

### Academic Coaching

Throughout the course, you will receive personalised academic coaching aimed at enhancing your business acumen. Our experienced tutors will offer feedback on your projects, assist you in refining your strategic thinking, and guide you in developing the leadership and analytical skills essential for a successful career in business.

### Certificate of Achievement & Reference Letter

On completion of your programme, you will receive a Certificate of Achievement from Dukes Cambridge, recognising the knowledge and skills developed during your studies. A personalised Letter of Reference is also available on request, providing an account of your progress and commitment. Both serve as valuable additions to your academic portfolio.





## Secure your place

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