



Bournemouth
University

International Summer School

Managing & Leading Global Business

29 July - 10 August 2019



AACSB
ACCREDITED

www.bournemouth.ac.uk/busummerschool



What will you study

This summer, we will be opening our university doors to students who want to learn more about leading and managing global business. We look forward to welcoming you to our campus and showing you the best of BU.

Develop your knowledge in Business and Management at the globally recognised BU Business School.

Managing & Leading Global Business Course

Academics from our Business School will introduce you to the following topics:

- An overview to British culture & education
- Global talent – skills, competencies and behaviours required to work globally
 - Managing in a digital world
 - Project management toolkit
 - Marketing and branding in a global context
 - Winning strategies for engaging your audience
 - Leadership challenges
 - Intercultural awareness
 - Communication and team working skills
 - Effective presentation skills
- English for academic and business purposes
- Studying and working in the UK.

What you can expect

- 6 hours of lessons or workshops each day (both subject-specific and general skills sessions)
- Study in a small class of no more than 20 students
- Social, sport and fun activities
- Organised trips to London, Stonehenge and the Jurassic Coast
- An educational visit to a British company
- Accommodation and meals included
- Use of relevant university facilities, including free Wi-Fi
- Free airport transfers.*

* Offered during specified time period on arrival day. If you are arriving outside this time, we are happy to arrange alternative transport with additional fees.



Making friends

Bournemouth is a very lively and cosmopolitan town, with lots of ways to enjoy yourself and relax away from your studies.

During the week we will organise activities to help you settle in and make new friends. You will have time to enjoy games on the beach, sightseeing trips to London and places of historical and cultural interest.

Every Friday night throughout the summer there is a free firework display over Bournemouth Pier which is an amazing spectacle!



Where you will stay

You will stay in Bournemouth University campus accommodation with a range of catering options provided. The accommodation also has its own kitchen which you are free to use if you would like to share national dishes with your new friends.

Broadband is available in every room and there is Wi-Fi throughout the university.



Why choose BU?

- Ranked in the top 200 young universities in the world according to the THE Young University Rankings 2018
- Learning experience in the Business School is quality assured by The Association to Advance Collegiate Schools of Business (AACSB)
- Ranked #8 in the world (#2 in the UK) for Hospitality and Leisure Management (QS World University Rankings 2018)
- Ranked #12 in the world for Hospitality & Tourism Management (Shanghai Ranking 2018)
- Explore the south of England's top tourist attractions and enjoy our 11km of sandy beaches, voted Best UK Beach by TripAdvisor.





Only two hours from central London by train

Bournemouth is a thriving town on the beautiful south coast of England. It's easy to find your way around and is less than two hours from London Heathrow Airport.



Recently awarded Trip Advisor's best UK beach, Bournemouth is home to a vibrant international community, great shopping, an array of watersports – and a Premier League football team. In the surrounding area, you'll find the UNESCO World Heritage Jurassic Coast and the breathtaking New Forest, which you could explore during your Summer School visit.



Check out more information and how to apply:
www.bournemouth.ac.uk/busummerschool