Two weeks studying Business Management in New York*

*An example fortnight. Your subject follows the same rhythm; excursions vary by location.
Your exact syllabus will be designed by your tutor before your course begins. Named visits are examples from past cohorts.

Lessons | Industry visits | Career skills sessions | Social and free time

WEEK ONE	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	BREAKFAST						
MORNING	**Arrivals** Transfer, keys, and a mentor-led campus tour.	**What is a business?** How does a startup develop into a billion-dollar company?	**Hotel Beacon: The business of hospitality.** Learn what it takes to run a leading hotel in the heart of New York. You'll get behind the scenes on department briefings across sales and marketing, finance and front-of-house.	**How to fail** Great businesses know how to make (and learn from!) mistakes - learn their secrets of trial and error.	**New York Institute of Finance** Discover what it takes to work on Wall Street, from careers in banking and trading to asset management, with experts from billion-dollar trading businesses and leading NYC firms.	**Leadership and building a team** Get hands-on with leadership styles and learn what it really takes to build an exceptional team.	**Statue of Liberty tour** Travel by boat to the monument that greeted generations.
	LUNCH						
AFTERNOON	**Arrivals continue** Settling in with your mentor family.	**Map your journey** What does your ideal career look like? Discover how to map a path that matches your strengths, interests and ambitions.		**Skill sets** What skills will your future career demand? Identify where you are now, where you want to be and what it will take to bridge the gap.		**Build your personal brand** How do you make a great first impression? Create a professional personal brand across your CV and social profiles.	**Lower Manhattan** Ashore at Battery Park and up through the oldest part of the city on foot.
	DINNER						
EVENING	**Welcome talk** Ice-breaker games.	**Mentor fireside chat** Mentors on university life, off the record.	**Guest speaker** An outside expert, then open questions.	**Times Square** The city at full volume, after dark.	**Quiz night** Teams, buzzers and bragging rights.	**Shark Tank** Pitch an invention to a panel of mentors.	**Movie night** Popcorn and a film in the common room
	CURFEW: 10pm						

WEEK TWO	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	BREAKFAST						
MORNING	**Brunch at 11am** A lie-in and a late start. Brooklyn Bridge for skyline views.	**What makes a brand impossible to ignore?** Build your own brand identity, then put it to the test.	**Van Cleef & Arpels** Step inside a high jewellery Maison to study signature design motifs and the Mystery Set technique, and how storytelling, gemstone selection and architectural precision hold a luxury brand together.	**Pitch to win** Make your idea unforgettable. Learn how to pitch with clarity, confidence and impact.	**Create a commercial:** Direct and shoot with professional cameras on the streets of Manhattan, then move into a high-end studio to edit your footage using software and techniques from seasoned advertising specialists.	**Career reflection** Reflect on your subject, industry experiences, and career skills to shape what comes next.	**Departures** Sign out and transfers to the airport.
	LUNCH						
AFTERNOON	**DUMBO District** One of New York's most creative areas - cobbled streets and the view everyone photographs.	**Leadership** What do the world's great leaders have in common? Explore the qualities behind great leadership and learn how to lead with confidence.		**Professional networking** How to make connections that count. Learn how to introduce yourself, start conversations and build professional relationships.		**Graduation ceremony** Certificates, speeches and celebration.	
	DINNER						
EVENING	**Private study** Quiet hours with your mentor on hand.	**Cake & Create** Painting and cake, no experience needed.	**Scavenger hunt** Race across the city solving clues.	**Top of the Rock** Manhattan from seventy floors up.	**Talent show** Step up and perform, or sit back and enjoy the show!	**Final night party** Music, dancing and goodbyes.	
	CURFEW: 10pm						