



International Business Management helps develop key business skills with interactive lessons, engaging activities, and practical insights, focusing on marketing and cross-cultural communication.

2025 dates
29 June - 13 July
13 July - 27 July
27 July - 10 Aug

About the course

This two-week course expands students' knowledge of cross-border business

Covering topics such as Cross-Cultural Competence, AI Disruption, and Global Financial Markets, this captivating programme is directed by seasoned business professionals and guest experts

Key facts

Facilitated by Business experts and experienced lecturers

15 contact hours weekly

Lectures, presentations, and practical workshops

Invigorating activities, business simulations, marketing campaigns, and business strategy formulation

Full afternoon, evening, and weekend social activities

Off-campus brand workshop

This course is for?

Are eager to acquire new competencies and soft skills for their prospective careers

Are aiming to channel their language skills into the world of international business

Are thinking about studying Business at a UK University

School facilities

15 classrooms

4 student lounges

Wi-Fi throughout building

Interactive screens in every classroom

Mini supermarket next door

Residence accommodation

Stay in quality student accommodation in Zone 1

The residence is 20 mins by public transport

Room type: Single en-suite

Cleaning: Biweekly

Towels: Not provided

Linen: Provided for stay

Wi-Fi: Available in the residence

Laundry: App operated laundry facilities on site with washer and dryer

Homestay accommodation

Enhance your English language learning experience by living with a host family. Host families are an average 40-60 minute journey to school.

Room type: Twin/Triple standard*

Cleaning: Bedrooms cleaned on a weekly basis

Linen: Provided, weekly change

Laundry: Students cannot do their own laundry. Hosts will do one load per week

Safe: Available in staff office

Deposit: N/A

Wi-Fi: Available in all homes

*shared rooms are subject to availability



Student welfare

Student safety and welfare is our top priority. Our team is there to ensure that we provide a safe, fun environment for students to thrive.

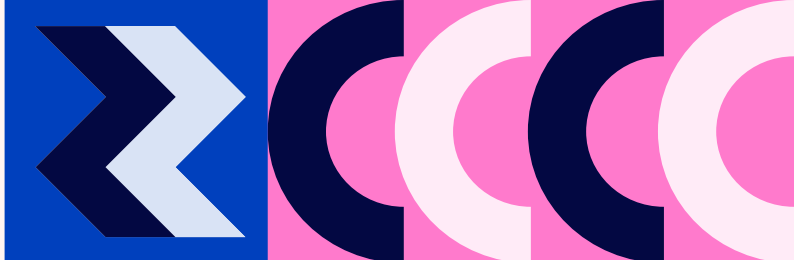
Office address: 167 Queensway, Bayswater, London W2 4SB

Local doctor: Praed St, London, W2 1NY

Local hospital: St Mary's Hospital, Praed St, London, W2 1NY

Insurance: Students must be covered by medical insurance for the duration of their stay. Insurance may be purchased through Bayswater with Endsleigh – please contact us for more information

In case of emergency: A 24-hour emergency telephone number is available all summer



Airports

Heathrow:	22 km
Gatwick:	62 km
Luton:	50 km
Stansted:	63 km

Sample programme

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
7:30	Breakfast							
9:00	Arrivals/Onsite Activities	Global Business	Cultural Intelligence	International Marketing	Global Products	Personal Statement Writing	Full Day Excursion to Windsor including Windsor Castle	
10:30		Break						
11:00		Global Business	Cultural Intelligence	International Marketing	Global Products	University Tour & Admissions Talk		
12:30		Lunch						
14:00		Company Visit in London	Modern London! Millennium Bridge and the Tate Modern	London Transport Museum and Covent Garden Shopping	Onsite activities	Historic London! Tower Bridge & Tower of London; Return travel by boat		
17:30	Dinner							
19:30	British Quiz Night & Making Friends Games	Bayswater Challenge	International Food & Culture Night	Trash Fashion Show	Murder Mystery Night	Disco	Movie Night	
Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
7:30	Breakfast							
9:00	Oxford Street, Regent Street and Carnaby Street Shopping or Optional Extra (£) Visit to Harry Potter Studios	Hyde Park & Princess Diana Memorial	Onsite activities	Royal Walking Tour: Westminster, Big Ben & The Mall	Onsite Activities	South Bank Walking Tour, Graffiti Tunnel & London Eye	Full Day Excursion to Oxford including Christ Church College	
12:30		Lunch						
14:00		The Money Maze: Beyond Transactions	Customer Profiling/ Sustainable Packaging Workshop in Notting Hill	From Manager to Leader - The Evolution	AI in Global Business	Global Entrepreneurship		
15:30		Break		Break				
16:00		Incubators & VC's - Guest Lecture		From Manager to Leader - The Evolution	AI in Global Business	Global Entrepreneurship		
17:30	Dinner							
19:30	Games Night	STEM Challenges	Capture the Flag	Karaoke & Talent Show	Escape Room	Graduation Ceremony & Disco	Movie Night	

*All activities are included in the programme. Prices for Optional Extras (£) available on request (Groups only)



bayswatersummer.com

E-mail us
bookings@bayswater.ac

Call us
+44 (0)20 7221 7259

Visit us
167 Queensway, London W2 4SB

Agent enquiries
Our agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an agent in your area.

For agent sales enquiries please contact us at sales@bayswater.ac

