



Business Simulation Programme

Management, Marketing and Communication Studies

A practical, activity based course to develop your knowledge of relevant business issues and improve your communication skills in a multi-cultural setting.

MLS' Business Simulation Programme (BSP) is a language and communication course based on a range of contemporary marketing and management issues facing modern businesses today.

The BSP will lead you through discussions, debates and collaborative projects on business issues which will develop your ability to communicate effectively in the professional world and grow your business knowledge and understanding. In communicating with other students from around the world, you will have the chance to look at how different cultures view problems and therefore develop your international business outlook.

The course is aimed at students and young professionals, typically up to 25 years of age, and can be studied between 2 and 24 weeks. All students attending will be eligible for an MLS certificate of studies but students attending for 6 weeks or more will be eligible to receive a Continuing Professional Development award that will enhance their CV in today's competitive recruitment market.

Study Options.

Certificate: 1-5 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Certificate course includes Business language, English language development and practical business studies across a range of management and marketing areas and each week you will cover an area of business in one of these fields. Details of the course content are provided below.

Vocational Certificate: 6-11 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Vocational Certificate course includes Business language, English language development and practical business studies across a range of management and marketing areas and each week you will cover an area of business in one of these fields. Details of the course content are provided below.

Vocational Higher Certificate: 12-23 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Vocational Higher Certificate course includes Business language, English language development and practical business studies across a range of management and marketing areas and each week you will cover an area of business in one of these fields. Details of the course content are provided below.

Vocational Diploma: 24 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Vocational Diploma course includes Business language, English language development and practical business studies across a range of management and marketing areas and each week you will cover an area of business in one of these fields. Details of the course content are provided below.

Course Objectives.

- * *to develop your communication skills to achieve effective international collaboration*
- * *to share your business ideas and learn new business ideas*
- * *to share your culture and learn other cultures*
- * *to grow your future success and help others grow with you*

Course Entry Dates. The course can be joined on most Mondays throughout the year (excluding UK public holidays).

Main Course Content. All the study options include Business language, English language development and practical business studies across a range of management and marketing areas and each week you will cover an area of business in one of these fields. The number of topics covered will depend on the duration of study and the dates selected. Details of the course content are provided below. You can also individualise your course through selection of additional Electives (see page 6).

External Accreditation. NCFE are an awarding organisation recognised by the qualification regulators of England, Ofqual, Wales (Qualification Wales) and Northern Ireland (CCEA Regulation). This is an unregulated qualification and is not a nationally recognised qualification. This qualification has been accredited as a Customised Qualification and we have benchmarked the qualification’s learning outcomes and assessment criteria at Level 3 (using a national framework’s level descriptors) to allow you to demonstrate the difficulty and depth of study.

Students who attend for 6 weeks or more will be eligible to receive an NCFE certificate of achievement as evidence of the knowledge and skills gained by completing the qualification. This qualification has been accredited by NCFE under the Customised Qualification and the certificate of achievement will be issued directly by NCFE.

MLS Business Simulation Programme	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	1-24 weeks
Course Code	BSP
Course Level	CEFR B1+ and business simulations at QCF 3/4 equivalent
Course Award	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS Certificate in Business Simulation Programme (1-5 weeks) MLS Vocational Certificate in Business Simulation Programme and NCFE certificate of achievement (6-11 weeks) MLS Vocational Higher Certificate in Business Simulation Programme and NCFE certificate of achievement (12-23 weeks) MLS Vocational Diploma in Business Simulation Programme and NCFE certificate of achievement (24 weeks)
Course Structure	10 lessons (7.5 hours) weekly in Business Simulation 10 lessons (7.5 hours) weekly in Business English Language 10 lessons (15 hours) weekly in General English Language TOTAL: 30 lessons (22.5 hours) weekly
Course Content	The full course syllabus is detailed in the tables below at Pages 3-5.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the business simulations.

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Typical Syllabus

Study Units	Business Simulations <i>10 lessons - MLS Element 7</i>		Business English / General English Language <i>20 lessons - MLS Elements 5 and 3</i>
	Practical Business Study in Management or Marketing	Sample Activities	
Unit 1 <i>(1 Apr 2019)</i> Unit 13 <i>(7 Jan 2019)</i>	<p>The Changing Economy <i>How do constant changes in your country's economy affect how businesses operate? How can we manage stakeholder involvement?</i></p> <p><i>Primary, secondary and tertiary sectors, interdependence, relative importance of sectors in different economies, changing importance of sectors, role of government, public and private sectors, capitalism and socialism, stakeholder objectives.</i></p>	<p><i>Present changes in your home country economy</i></p> <p><i>Stakeholder Debate - Wind Farm Proposal</i></p>	<p>10 lessons – Business Language <i>Development of business vocabulary and grammar in a business context.</i></p> <p>10 lessons – English Language <i>Continuing development of your English language, focusing on listening, speaking and pronunciation skills (specific to your level) through study of Communication and Culture</i></p>
Unit 2 <i>(8 Apr 2019)</i> Unit 14 <i>(14 Jan 2019)</i>	<p>Segmentation and Branding <i>How do we segment markets with the aim of creating strong brands and good customer relationships?</i></p> <p><i>Marketing defined, market changes, market segmentation, benefits of segmentation, comparison of competing products, market segmentation statements, branding defined, aspects of branding, the benefits of branding, branding over time, relationship marketing, customer relationship management (CRM), emotional marketing.</i></p>	<p><i>Compare three competing products</i></p> <p><i>Write a market segmentation statement</i></p> <p><i>Present a brand</i></p>	
Unit 3 <i>(15 Apr 2019)</i> Unit 15 <i>(21 Jan 2019)</i>	<p>Globalisation and Sustainability <i>Can we survive the changes in Politics, Economics, Society, Technology, Law and the Environment, to create sustainable business?</i></p> <p><i>Globalisation defined, PESTLE analysis, sustainable development, ecological sustainability, social sustainability, economic sustainability, balancing sustainability, production location case study, force field analysis.</i></p>	<p><i>Prepare a PESTLE analysis</i></p> <p><i>Take part in a factory location debate</i></p> <p><i>Present a sustainable business model</i></p>	
Unit 4 <i>(22 Apr 2019)</i> Unit 16 <i>(28 Jan 2019)</i>	<p>Corporate Social Responsibility <i>What role do ethics and culture play in Corporate Social Responsibility?</i></p> <p><i>Business ethics defined, ethical business scenarios, cultural diversity and stereotypes, cultural sensitivity, business culture scenarios, CSR in practice, value management systems, company mission statement, social and ecological aspects, developing standards, implementing CSR.</i></p>	<p><i>Analyse a company in terms of CSR</i></p> <p><i>Present your country's working culture</i></p>	

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Study Units	Business Simulations <i>10 lessons - MLS Element 7</i>		Business English / General English Language <i>20 lessons - MLS Elements 5 and 3</i>
	Practical Business Study in Management or Marketing	Sample Activities	
Unit 5 <i>(29 Apr 2019)</i> Unit 17 <i>(4 Feb 2019)</i>	<p align="center">Motivation and Leadership</p> <p align="center"><i>How can we learn from motivation and leadership theory to develop our own leadership style?</i></p> <p><i>Why people work, motivation defined, key motivational theories (Maslow, Mayo, Herzberg, Taylor, McGregor), leadership vs management, leadership styles (autocratic, democratic, laissez-faire, situational), leadership qualities of great leaders.</i></p>	<p><i>Describe motivational techniques found in your country</i></p> <p><i>Analyse the leadership style of a leader you admire</i></p>	<p align="center">10 lessons – Business Language</p> <p align="center"><i>Development of business vocabulary and grammar in a business context.</i></p> <p align="center">10 lessons – English Language</p> <p align="center"><i>Continuing development of your English language, focusing on listening, speaking and pronunciation skills (specific to your level) through study of Communication and Culture</i></p>
Unit 6 <i>(6 May 2019)</i> Unit 18 <i>(11 Feb 2019)</i>	<p align="center">Creating Value</p> <p align="center"><i>How can we ensure our business remains competitive through creating value?</i></p> <p><i>Porter's Five Forces and competitive advantage, sustainable competitive advantages, understanding the customer, the value proposition canvas, the extended marketing mix (7 Ps), the business model canvas.</i></p>	<p><i>Apply Porter's Five Forces to an industry</i></p> <p><i>Create a value proposition canvas</i></p> <p><i>Present a business model canvas</i></p>	
Unit 7 <i>(13 May 2019)</i> Unit 19 <i>(18 Feb 2019)</i>	<p align="center">Lean Organisations</p> <p align="center"><i>In what ways can operations management help us manage quality and cost issues?</i></p> <p><i>Operations management defined, production implications for marketing, HRM and finance, key operational aspects, history of lean production, Kaizen, Just in Time (JIT), outsourcing, offshoring and reshoring.</i></p>	<p><i>Develop a Kaizen to improve a process</i></p> <p><i>Outsourcing case study</i></p> <p><i>Present an example of outsourcing</i></p>	
Unit 8 <i>(20 May 2019)</i> Unit 20 <i>(25 Feb 2019)</i>	<p align="center">Entrepreneurship</p> <p align="center"><i>Are you an entrepreneur and can you pitch a business idea?</i></p> <p><i>Characteristics of entrepreneurs, questions entrepreneurs ask, the elevator pitch, structuring a pitch, franchising, roles of franchisors and franchisees, benefits and disadvantages of franchising, crowdsourcing.</i></p>	<p><i>Research and present a franchise opportunity</i></p> <p><i>Analyse a famous entrepreneur</i></p> <p><i>Make a sales pitch</i></p>	

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	Practical Business Study in Management or Marketing	Sample Activities	
Unit 9 <i>(27 May 2019)</i> Unit 21 <i>(04 Mar 2019)</i>	<p align="center">Financial Decision Making <i>How to we resource and manage finance?</i></p> <p><i>The financial needs of businesses, internal and external sources of finance, finance and business strategy, crowdfunding, micro-financing, the importance of forecasting, sales forecasting, cash flow forecasting.</i></p>	<p><i>Present financing options for a start up</i></p> <p><i>Prepare a cash flow forecast</i></p>	<p align="center">10 lessons – Business Language <i>Development of business vocabulary and grammar in a business context.</i></p> <p align="center">10 lessons – English Language <i>Continuing development of your English language, focusing on listening, speaking and pronunciation skills (specific to your level) through study of Communication and Culture</i></p>
Unit 10 <i>(03 June 2019)</i> Unit 22 <i>(11 Mar 2019)</i>	<p align="center">Digital Business <i>How is digital changing our marketing approach?</i></p> <p><i>Online business past, present and future, ecommerce and online selling, drop shipping, aspects of digital marketing, website optimisation, analytics for growth, video production, social media marketing, content marketing, email marketing, search engine marketing, SEO optimisation.</i></p>	<p><i>Analyse the development of online business</i></p> <p><i>Create a digital marketing outline plan</i></p>	
Unit 11 <i>(10 June 2019)</i> Unit 23 <i>(18 Mar 2019)</i>	<p align="center">Business and the Law <i>How does the law protect our intellectual property?</i> <i>What is the role of the legal system in protecting people and the environment?</i></p> <p><i>Intellectual property management, patents, copyright, trademarks, legal protection for workers, employment law, ethical recruitment and people trafficking, contemporary environmental issues, international agreements and government legislation.</i></p>	<p><i>Visit to the law courts</i></p> <p><i>Discuss issues in employment law</i></p> <p><i>Present an environmental policy proposal</i></p>	
Unit 12 <i>(17 June 2019)</i> Unit 24 <i>(25 Mar 2019)</i>	<p align="center">Going Global <i>How can we successfully introduce our products and services around the globe?</i></p> <p><i>Critical evaluation of international markets, generic market entry strategies, exporting, licensing, joint ventures, franchising, product adaptation, pricing, technologies for distribution and marketing, marketing people and services internationally.</i></p>	<p><i>Investigate a new market for a product</i></p> <p><i>Analyse market entry strategies</i></p> <p><i>Present a marketing plan</i></p>	

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MLS Electives – Individualise Your Course

At MLS we understand that each student is different, and we can offer you the flexibility to adapt our courses to suit your individual needs. During your time at MLS we offer the possibility of upgrading your course to better fit your specific needs. You can do this by adding Electives (additional fees will apply). Electives allow you to add an extra 2 lessons per week (1.5 hours) of small group training (group size 1-4) to your course, enabling you to tailor your training to a specific area of interest or learning need. You can choose from the Electives below (these are some of the most popular Electives chosen at MLS) or tell us what you would like to study and we will agree a plan with you:

Elective	Sample Elective Content (for illustration purposes only)
General English	Additional focus on reading, writing, speaking or listening; additional grammar; English for a specific purpose ...
Exam Preparation	Focused preparation towards Cambridge English exams (KET, PET, CAE, FCE, CPE, IELTS), Business English exams (BULATS, BEC), or Legal English exams (TOLES)...
Business English	Focus on a specific area of business relevant to you; business skills such as negotiating, presenting, business writing, team working, problem solving, business culture and etiquette, networking, etc...
Marketing	Focus on specific areas of marketing relevant to you, such as digital marketing, customer relationships, competitive advantage, marketing research, the global marketing environment, branding, relationship marketing, etc...
Management	Focus on specific areas of management relevant to you, such as leadership and improving performance, human resource management, corporate social responsibility, sustainable development, business ethics, operations management, etc...
Legal English	Focus on specific areas of law relevant to you, such as company law, contract law, human rights and the law, intellectual property, the environment and the law, etc...
Financial English	Focus on specific areas of finance relevant to you, such as budgeting, cash flow and sales forecasting, sourcing of finance, crowdfunding, etc...
Medical English	Focus on specific areas of medical English relevant to you, such as communicating and dealing with patients, discussing and explaining diagnosis, communicating with health professionals and medical practitioners, reading and using medical documents, etc...
Hospitality and Tourism	Focus on specific areas of hospitality or tourism relevant to you, such as customer service, event management, quality management in business, marketing in hospitality and tourism, sustainable tourism, etc...
Other (please specify):	Please let us know what you would like to study and we will agree a training plan with you.