PARTNERS ACADEMIC SUMMER SCHOOL 2026
Syllabus for Business

Subject Area

This syllabus is for PARTNERS applicants seeking to progress to the degrees of:

- L100 BSc Hons Economics
- L161 BSc Hons Economics and Finance
- LN12 BA Hons Economics and Business Management
- N120 BSc Hons International Business Management with Placement
- N121 BSc Hons International Business Management
- N200 BA Hons Business Management
- N280 BSc Hons Agri-Business Management
- N300 BSc Hons Finance
- N400 BA Hons Accounting and Finance
- N500 BSc Hons Marketing
- ND61 BSc Hons Food Business Management and Marketing
- NN14 BSc Hons Business Accounting and Finance with work placements
- NN52 BSc Hons Marketing and Management

Aims

To allow students to demonstrate their potential to succeed in specified degree programmes by showing a grasp of entry-level subject-specific knowledge, understanding, cognitive and subject-specific skills.

Learning Outcomes

A good knowledge and understanding of, and the ability to apply this knowledge and critical understanding to…

- How to analyse information related to the internal and external environment of a business
- How to construct a PESTLE/SWOT analysis
- The Economic Environment and how this impacts upon a Business' operations
- How to conduct a market analysis
- How to analyse a business' financial situation

- The process of considering strategic alternatives
- The process of working with an interdisciplinary team to a common goal and to deal with constructive criticism from team members and tutors
- How to produce and to present an analysis of the strategic options available to a specific business case
- The use of and value of reflecting upon their business learning during the summer school

Competence in…

- The analysis of a real business case
- The selection and assessment of additional sources of information about a specific business operations and environment
- The preparation and presentation of business case analysis
- The consideration of different strategic options for the business i.e. using relevant information as a source of decision-making
- Background reading, guided by reading list and by own research skills
- Read and make notes
- Research through library texts and online resources
- Independent group work

Summer School Syllabus

The programme covers core areas of management and organisation theory, including: -

1. Content: (in the order of the timetable schedule)

- Case Studies Analysis
- Group and teamwork in organisations
- Sustainable development
- Market trend and analysis
- Management and leadership
- Organisational analysis
- Business Presentation
- Understanding Finance and Financial information

2. Teaching methods:

- 1 x 2-hour in-person lectures
- 7 x 1-hour in-person lectures

The lectures are supported by the following: -

- 2 x 1-hour in person discussion and guided activities (assessment preparation)
- 2 x 3-hour online (MS team) discussion and guided activities (assessment preparation)
- 1 x 1-hour online (MS team) discussion and guided activities (assessment preparation)

During the week, students will attend the in-person lectures to learn and to gain the necessary knowledge in theory and application. The lectures will be further supported by guided and independent activities related to the assessment completion.

During the guided and independent activities, students are expected to work in a team of five to six students to analyse information in preparation for the assessment completion. Specific guided questions will be provided at every stage of the activity to assist students in their information and data analysis. Students are expected to refer to the necessary academic literature as reference for their rationale in completing the assessment or in the form of presenting their findings. As a team, students will be required to provide logical recommendation based on the information available during their guided activities.

For students who wish to gain deeper understanding of the topic, they will also be provided additional materials upon request.

Activities for Personal Study

Information will be provide or added during the week but the following information will be used to give a good grounding:

Tesla

- https://www.tesla.com/en_gb/
- https://ir.tesla.com/#quarterly-disclosure
- https://ir.tesla.com/_flysystem/s3/sec/000162828026003952/tsla-20251231-gen.pdf
- https://ir.tesla.com/#quarterly-disclosure

Leadership and management

- https://professional.dce.harvard.edu/blog/how-to-determine-what-my-leadership-style-is/#Why-You-Need-a-Leadership-Style
- https://getmarlee.com/blog/elon-musk-leadership-style
- https://www.forbes.com/sites/sallypercy/2023/09/26/is-elon-musk-the-greatest-leader-on-earth/

- https://www.mindtools.com/azr30oh/whats-your-leadership-style/
- https://bmjleader.bmj.com/content/4/4/165

Group and teamwork

- https://www.open.edu/openlearn/science-maths-technology/engineering-technology/groups-and-teamwork/content-section-2.2
- https://www.atlassian.com/blog/teamwork/the-importance-of-teamwork
- https://www.open.edu/openlearn/mod/oucontent/view.php?printable=1&id=3302

Sustainability

- https://www.undp.org/sustainable-development-goals
- https://sdgs.un.org/goals

On-Campus Teaching:
Sunday 28th (PM), Monday 29th & Tuesday 30th June

Online Teaching:
Wednesday 1st, Thursday 2nd & Friday 3rd (AM only) July

Formative Assessment Details
A group project
More details will be given during the event by your Academic Strand Lead.

Hand-in Method
Digital

Assessment deadline
Friday 3rd July, 12pm