

# United in Manchester International Summer School 2021

today it is leading the way towards a better future for you.

Join us in our quest

At the Summer school students will:

Work in **Virtual** teams on a new business idea under the theme of

**'Creating a New Sustainable Business for the Post COVID Globe'.**

**Teams to 'Pitch' their idea to industry and academic leaders on the final Friday**

In order to achieve this outcome students will engage in:

## **Three Key Areas of Learning**

### **New Product Development**

Develop an understanding of:

- The new product development process in both theoretical and practical terms
- How to work in cross discipline teams to share and collaborate to develop product ideas
- To consider the environmental impact of new product development

### **Principles of Marketing (leading to a Chartered Institute of Marketing Award)**

Develop professional business skills covering:

- How to understand the customer
- How changes in the business environment lead to new opportunities
- Understand how to produce a marketing mix to attract customers to their product offering

### **Communications Skills for Business**

Building confidence in communication skills by:

- Developing students self confidence in their own communications ability
- Teaching online communication etiquette
- Building online team working ability
- Appreciation of the input of other team members
- Developing online presentation software knowledge
- Developing a CV to highlight their knowledge of business

**All the above are designed to ensure students are better prepared for the world of work in both a business context and by developing their ability to apply their scientific knowledge in a commercial context.**