

United in Manchester International Summer School 2021

**Yesterday Manchester changed the world as the world's first industrial city
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.**