



# YOUNG PROFESSIONAL CERTIFICATE

BOSTON, USA



***“This premium course is a great choice for aspiring young professionals and offers students an engaging orientation to the professional world. The course features short lectures, case-studies and project work. Students apply the theory from lectures, case-studies, and a visiting speaker, to project work to develop their communication skills in teamwork and presentations, preparing them for professional success.”***



**BOSTON, USA**

## WHAT'S INCLUDED:



### TUITION

Students will take part in 22.5 hours of lectures, workshops and project-based lessons that teach professional skills in contexts such as project management, marketing and business management.



### ACTIVITIES

In class activities develop business knowledge and skills. Evening activities are fun and engaging, offering opportunities for students to use their English in social contexts and make international friends.



### EXCURSIONS

Excursions allow students to really get to know the USA. We use destinations such as Downtown Boston as a classroom, where students will find historic and cultural information through guided walking tours and visits to museums and other places of interest.



### SPEAKERS

One local business visit and one local professional speaker per 2 week program.



### CERTIFICATE

Students will receive a Stafford House Professional Certificate upon completion of the program.

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The Young Professional Certificate is a demanding program, focusing on applying knowledge in Marketing, Business Management and Project Management. Featuring coaching on presentation skills and effective teamwork, students work towards a final presentation of their projects in each 2 week course. The course is held at the CATS Academy Boston, a leading high school located on a new campus in the leafy suburb of Braintree. It is located just 10 miles from downtown Boston and 10 miles from the beach! There are common rooms, computer rooms and modern study facilities, as well as WiFi available in all buildings. Coin-operated laundry facilities are available.

Boston is the capital city of Massachusetts and one of the oldest cities in the United States, founded in 1630. It is an international centre of higher education, featuring prestigious institutions such as Harvard University and MIT, and over 250,000 students from all over the world study there.

Through a mixture of lectures and case studies, our students learn to apply key marketing concepts and analytical tools such as the marketing mix, customer profiling and consumer behaviour, and investigate topics such as Corporate Social Responsibility.

**BENEFITS:**

- Develop your English communication skills in authentic business situations
- Visit a local business and hear from expert guest speakers
- Learn from experienced business teachers
- Practice team-work and presentation skills necessary to succeed in any business
- Add projects to your resume and personal online profiles to boost your career

**OUTCOMES:**

- A Professional Certificate from Stafford House
- Final business presentation and project
- Experience working cross-culturally

**ACTIVITIES & EXCURSIONS**

One full-day and two half-day excursions per week are included. Evening activities are varied and fun and may include discos, talent shows and international evenings.

**COURSE INFORMATION**

**PRICE:** \$4,300 (2 weeks)

**AGE RANGE:** 14 - 18\*      **MAXIMUM CLASS SIZE:** 16      **COURSE LENGTH:** 2 weeks

**CENTRE:** CATS Academy Boston      **COURSE DATES:** 30th Jun 2024, 14th Jul 2024      **LANGUAGE LEVEL:** Intermediate to Advanced

**ACCOMMODATION:** Single en-suite room. Meals are included (breakfast, lunch and dinner)

\*18 year old students only accepted as part of a group where all students are returning to secondary education in September 2024. 18 year olds must follow all school rules as minors. Separate rules apply regarding lessons and activities, please enquire.

**SAMPLE PROGRAM**

WEEK 1	MORNING	AFTERNOON	EVENING
	08:45 - 12:00	13:00 - 16:00	19:30 - 22.00
SUN	Arrival, Induction & Campus Tour		Movie Night
MON	Welcome and introductions. Course structure and expectations.	<b>Business Management</b> Motivation and success: how to build a great team. Teambuilding exercises	Welcome Party: Team Building/Name Games
TUES	<b>Business Management</b> Management and leadership: what is management? What makes a great manager? How are companies structured, and why?	Included Half-Day Excursion: Boston Harbor Boat Trip	Halloween Party
WEDS	<b>Business Management</b> Competitive advantage: What is it, and how do businesses get it? Identifying opportunities: SWOT analysis and other tools	Included Half-Day Excursion: Harvard Tour	Jeopardy Quiz Night
THUR	<b>Business Management</b> Visit a local professional environment; learn about US business culture	<b>Business Management</b> What kind of manager are you? Quiz and role-play games	Karaoke Night
FRI	<b>Marketing</b> Knowing your customers How can you stand out from the competition? Introduction to the final project	<b>Marketing</b> Designing successful marketing campaigns Focus on digital channels: make your own mini-campaign	Neon Disco Party
SAT	Included Full-Day Excursion: Canobie Lake Park		Gym Night/Board Games/Arts & Crafts
WEEK 2	MORNING	AFTERNOON	EVENING
	08:45 - 12:00	13:00 - 16:00	19:30 - 22:00
SUN	Onsite activities e.g. Team Building Games and shuttles to the mall		Movie Night
MON	<b>Project Management</b> Final project discussion and set-up The Marshmallow Spaghetti Challenge	<b>Project Management</b> Principles of Project Management	Welcome Party: Team Building/Name Games
TUES	<b>Project Management</b> Delivering success: how companies get things done.	<b>Presentation skills</b> What makes a great presenter? What makes an excellent presentation?	Mardi Gras Party
WEDS	<b>Presentation skills</b> Developing your own style and applying it to your presentations	Included Half Day Excursion: MIT Tour featuring student presentations	Minute To Win It Competition
THUR	<b>Bringing it all together</b> External speaker: presentation and Q&A with a business leader - what is success, and how do we get it?	Finalizing presentations, rehearsals, and Q&A.	International Night
FRI	Group presentations and final awards.	Included Half-day Excursion Historical Plymouth	Hawaiian Disco Party
SAT	Included Full-Day Excursion: Newport, Rhode Island		Gym Night/Board Games/Arts & Crafts
SUN	Departure		

This is a sample program and all elements may be subject to change. Lessons may take place in the mornings or afternoons.