

Business Course for Teenagers by EY Academy of Business

Future Leaders Academy

Future Leaders Academy (FLA) program presented by EY Academy of Business is designed for teenagers aged 14-16 years. This program is intended for future leaders who demonstrate such qualities as confidence, competence, entrepreneurship, sociability and vision.

Discuss a business project with your child

Working together with tutors, participants will collaborate in groups throughout the course to transform their own business ideas into projects. These projects will then be presented to parents at a gala evening.

To show that business is exciting - that's on us!

Participants will go all the way from a business idea to its implementation. They will gain insights into the crucial factors that need consideration in business.



**Contact us for
more information**



Program Modules

Program can be conducted in English / Russian

1 Personal and Team Leadership

The module will help develop personal and team leadership skills.

Duration

6 astronomical hours

- ▶ Icebreaker «Oranges»
- ▶ Business game «Zoom»
- ▶ Four characteristics of leadership behavior
- ▶ Leader's personality. How to develop proactivity?
- ▶ Resilience and emotional intelligence of the leader
- ▶ Exercise «Red and Black»
- ▶ 4 steps to forming an effective team
- ▶ Exercise «Communication in the blind»

2 Business Simulation Game

The module will help to understand the basics of business creation and the importance of planning.

Duration

6 astronomical hours

- ▶ Basics of Business Creation
- ▶ Business strategy and the risks involved in business
- ▶ Importance of planning in implementing a business idea
- ▶ Understanding risks and managing them
- ▶ ESG (Environmental, Social, Governance), ESG risks, and their significance
- ▶ How to build a successful business
- ▶ Understanding key success factors of a business

Program Modules

Program can be conducted in English / Russian

3 Finance in Business

3

This module will help to practically assess the necessary financial investments for successful project implementation.

- ▶ Business investments
- ▶ Evaluating the required investment volume for starting a business
- ▶ Factors to consider
- ▶ Understanding income, expenses, profit
- ▶ Assets and liabilities
- ▶ Difference between profitability and liquidity

Duration

6 astronomical hours

4 Digital Marketing and Analytics

4

This module will help to understand modern digitization trends.

- ▶ Modern digitization trends
- ▶ Internet 10 years ago and today
- ▶ ChatGPT for creating marketing proposals
- ▶ Basic marketing principles for better consumer understanding
- ▶ What is content marketing?
- ▶ Search Engine Optimization (SEO)
- ▶ Social Media Marketing (SMM)
- ▶ Targeting
- ▶ Creating effective marketing analytics Dashboard in Power BI
- ▶ Primary data processing with 10,000 rows in Power Query
- ▶ Data visualization in Power View
- ▶ Report publishing
- ▶ Avoiding mistakes in creating a company image
- ▶ Public relations

Duration

6 astronomical hours

Program Modules

Program can be conducted in English / Russian

5 Presentation and Pitching Skills

This module will help to learn how to present oneself and one's work within a minimal time frame and understand techniques and tools for conducting effective presentations.

Duration

6 astronomical hours

- ▶ Dealing with stress before, during, and after a presentation
- ▶ Five main stress management techniques
- ▶ Feedback after the presentation
- ▶ Approaches to creating selling presentations
- ▶ Audience analysis
- ▶ Presentation objective
- ▶ Approaches to using presentation software
- ▶ Difference between business presentation and pitching business projects
- ▶ Valuable recommendations for effective presentation
- ▶ Slide design and structure
- ▶ Analysis of successful presentation examples from major companies and «unicorn» startups

6 Final Project Presentation

Assisted by tutors, Future Leaders Academy participants will present their business ideas to parents at the gala evening.

Duration

2,5 astronomical hours

- ▶ Closing ceremony
- ▶ Business ideas presentation
- ▶ Certificates and gifts delivery ceremony