



CAMBRIDGE ACADEMIC ENTERPRISE - 2016

An enriching English language summer
programme for ambitious 14-17 year olds

www.sul-schools.com



SULlanguageschools



SULSCHOOLS



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International Summer Course

Welcome to SUL Language Schools



We have been offering engaging educational courses to international students for over 35 years. We use our expertise to develop courses that help our students excel in the wider English-speaking world, offering a complete learning package of English language, communication and study skills to provide individuals with the opportunity to achieve their goals.

From initial enquiry to course departure and beyond, we aim to provide memorable experiences as well as personable customer service. We look forward to welcoming you to SUL.

Christopher Retallack (MA Cantab, Cert Ed, DAES), Director

SUL Cambridge Academic Enterprise

DATES: 16 –30 July & 30 July – 13 August 2016

AGE RANGE	14-17 YEARS	ENGLISH LEVEL	INTERMEDIATE AND ABOVE (B1+)	MAX CLASS SIZE	10 STUDENTS
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SUL Cambridge Academic Enterprise is the ideal course for ambitious international students who already have a good level of English. The course will help them to improve their academic, speaking, leadership and teamwork skills while engaged in enterprise-themed project work.

Students will get to experience the culture of a world-famous university, enjoy a full social programme of on-site activities, visit popular UK destinations and get to know the prestigious city of Cambridge.

Course Objective: To improve Academic English, leadership and communication skills required for success in higher education and beyond.

Benefits of SUL Cambridge Academic Enterprise:

- ✓ EXPERIENCE WORLD-RENOWNED UNIVERSITY CULTURE AND THE PRESTIGIOUS CITY OF CAMBRIDGE
- ✓ IMPROVE KEY ENGLISH COMMUNICATION SKILLS NEEDED FOR ACADEMIC SUCCESS
- ✓ ACQUIRE ESSENTIAL STUDY SKILLS FOR HIGHER EDUCATION
- ✓ DEVELOP AN UNDERSTANDING OF CREATIVE ENTERPRISE THROUGH TEAM PROJECT WORK
- ✓ LEARN FROM REAL-LIFE EXAMPLES OF SUCCESSFUL LEADERS AND PUBLIC SPEAKERS

Price: £1250 per student per week (2-week programme).

All-inclusive programme

- ✓ SINGLE EN-SUITE BEDROOMS AT FITZWILLIAM COLLEGE, CAMBRIDGE UNIVERSITY
- ✓ 50 HOURS OF ACADEMIC ENGLISH, ENTERPRISE AND KEY SKILLS TUITION
- ✓ EXPERT TEACHING STAFF WHO HAVE ATTENDED CAMBRIDGE UNIVERSITY
- ✓ SOCIAL PROGRAMME OF 3 FULL DAY EXCURSIONS PLUS LOCAL CAMBRIDGE ACTIVITIES
- ✓ A VARIETY OF LOCAL CAMBRIDGE VISITS AND A SOCIAL PROGRAMME OF ACTIVITIES AT FITZWILLIAM COLLEGE
- ✓ ALL STUDENTS TAKE THE TRINITY GRADED EXAMINATION IN SPOKEN ENGLISH (GESE)
- ✓ OPTIONAL TALKS ON THE UK UNIVERSITY APPLICATION PROCESS
- ✓ A CERTIFICATE AND PROGRESS REPORT
- ✓ STUDENT INSURANCE WHILST IN THE UK
- ✓ ARRIVAL / DEPARTURE TRANSFERS TO / FROM FITZWILLIAM COLLEGE, CAMBRIDGE

“My English really improved a lot. I’m very satisfied and grateful.”

Jiao Junbo, 16, China

The Academic Programme

Every element of the academic programme has been designed to help ambitious international teenagers improve their skills and confidence when using English for high-level academic purposes.

The Academic English skills are developed at the same time as teaching the enterprise theory needed for success in the project work. For example, students learn and practise the art of note taking through a university-style lecture on a topic such as branding and use this theory to create a product, event or social enterprise for Cambridge. We also focus on developing the key life skills of public speaking, debating, leadership and teamwork through interactive workshops and communication activities.

Our teaching team are carefully selected for the programme, and many have attended the University of Cambridge so have first-hand experience of what is needed for academic success.



The Academic Programme Explained

LIFE LESSONS

Students reflect on real-life examples of successful leaders and pitches, with the chance to use their research skills and present on their own topic in teams.

ACADEMIC ENGLISH

Linked to enterprise topics, students learn and develop English study skills to ensure they have the best possible chance of success in their academic careers.

ENTERPRISE FOCUS

Used as a framework around which to base the development of Academic English skills, the enterprise lessons also give students the theory they need for success in their projects.

The course covers a wide range of general enterprise topics, including:

- The Basics of Marketing
- Conducting Market Research
- Creating a Brand
- Working with Finance
- Advertising and the Language of Sales



GUIDED PROJECT PREPARATION & PROJECT PRESENTATIONS

Students work in teams to put all of the course theory into practice and develop a new product, event or social enterprise for Cambridge, resulting in a grand presentation afternoon and awards ceremony on the final day.

Students receive support and feedback from our expert teachers throughout the project, ensuring they are constantly developing their skills.

The project is the most popular and rewarding element of the whole programme and a chance for students to see how they have progressed on the course.

OPTIONAL TALKS ON UCAS AND UNIVERSITY ADMISSIONS

For students who are considering applying to the top universities in the UK, our teachers can pass on important advice from their own experience.

SKILLS WORKSHOPS

We focus on the key skills students will need for success at university and later in their careers, including public speaking, debating, teamwork and leadership.

Our methodology is not only to provide practice in these skills, but also to teach students how to develop and improve.

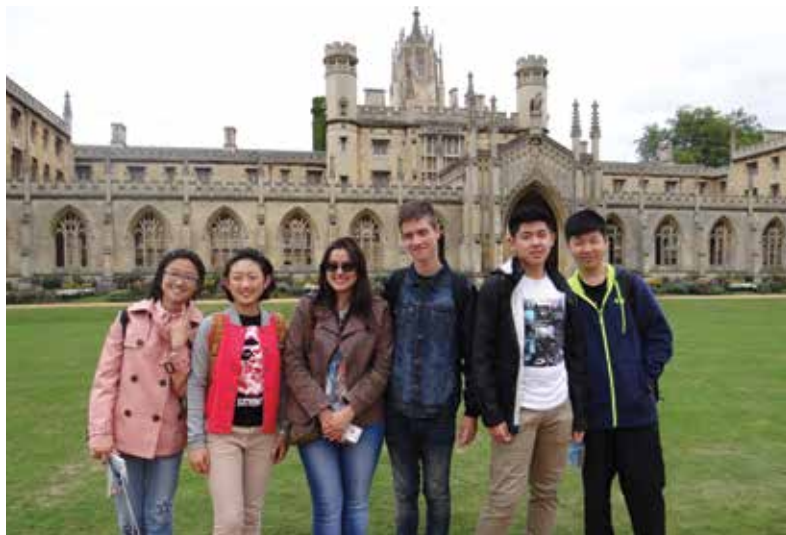
COMMUNICATION ACTIVITIES

Fun & competitive evening sessions where groups work to demonstrate their teamwork, public speaking and debating skills with attractive prizes for the winners.

TRINITY EXAM PREPARATION

All students take the Trinity Graded Examination in Spoken English at the end of their stay, providing a qualification of their speaking and listening skills to take home.

The exam tests grammar & vocabulary production through one-to-one conversation and topic discussion with an external examiner from Trinity College London.



Sample Programme

	MORNING			AFTERNOON		EVENING	
SATURDAY	Arrivals			Arrivals		Welcome Ceremony & Team Building Activities	
SUNDAY	Placement Testing	Induction & Course Overview	Goal Setting for the Course	Cambridge Orientation: Walking tour of the university colleges & free time for exploration		Skills Workshop: Leading a Team	Project Introduction & Guided Preparation
MONDAY	Academic English: Reading Strategies	Guided Project Preparation	Trinity Exam Preparation	Skills Workshop: Teamwork	Supervised free time in Cambridge	British Sports Evening	
	Enterprise Focus				Optional talk on UCAS		
TUESDAY	Full-Day Excursion: London					Communication Activity: Team Tower Building	
WEDNESDAY	Academic English: Listening Strategies	Guided Project Preparation	Trinity Exam Preparation	Life Lessons: How the Best Leaders Succeed	Academic English: Conducting Research & Presenting	Guided Project Preparation: Conducting Market Research in Cambridge	
	Enterprise Focus						
THURSDAY	Academic English: Note Taking	Guided Project Preparation	Trinity Exam Preparation	Skills Workshop: Public Speaking	Cambridge Arts Visit: The Fitzwilliam Museum	British Film Night	
	Enterprise Focus						
FRIDAY	Full-Day Excursion: Stratford-upon-Avon & Warwick Castle					Communication Activity: Public Speaking Wars	
SATURDAY	Academic English: Listening & Note Taking	Guided Project Preparation	Trinity Exam Preparation	Local Cambridge Activity: King's College Chapel & supervised free time in the city		Evening Activity: Saturday Night Party	
	Enterprise Focus						
SUNDAY	Sleepy Sunday Morning			Local Cambridge Activity: Punting on the River Cam & supervised free time in the city		Evening Activity: Casino Night	
MONDAY	Academic English: Listening Strategies	Guided Project Preparation	Trinity Exam Preparation	Skills Workshop: Debating	Supervised free time in Cambridge	Guided Project Preparation	
	Enterprise Focus				Optional talk on University Admissions		
TUESDAY	Full-Day Excursion: Oxford					Communication Activity: This House Believes Debate Contest	
WEDNESDAY	Academic English: Interview Techniques	Guided Project Preparation	Trinity Exam Preparation	Life Lessons: Learning from the Best Sales Pitches	Academic English: Conducting Research & Presenting	British Sports Evening	
						Optional Trinity Exam/Project Prep	
THURSDAY	Introduction to Shakespeare Play		Trinity Examinations		Self-Study: Preparation for Interviews & Tutorials		The Cambridge Shakespeare Festival
FRIDAY	Course Review & Reflection	Individual Tutorials & Mock Interviews	Final Project Preparation	Project Presentation Afternoon & Awards		Graduation & Farewell Party	
SATURDAY	Departures			Departures			

Lesson times are usually as follows but may be subject to change:

Morning sessions: 08.45-10.15 (1.5 hours), 10.30-12.00 (1.5 hours), 12.15-13.00 (45 minutes) Afternoon sessions: 14.30-16.00 (1.5 hours), 16.30-18.00 (1.5 hours) Evening sessions: 19.30-21.30 (2 hours)



Course location: Fitzwilliam College, Cambridge University

Fitzwilliam College is the perfect location for the SUL Cambridge Academic Enterprise programme. Close to the historic centre of Cambridge, Fitzwilliam provides a peaceful base for our students to live and study like real Cambridge University students.

The college was built in the grounds of The Grove, a beautiful Regency era house and the most famous part of Fitzwilliam. Charles Darwin's wife lived in The Grove for many years during the late 1800s.

Fitzwilliam has great classroom facilities on-site, as well as an impressive dining hall close to the student bedrooms. As the college is only a fifteen-minute walk from the centre of Cambridge, students have lots of opportunities to explore the city during our guided visits and free periods.



Cambridge is one of the best locations for arriving in the UK with a number of international airports within a good distance. Transfers to and from Fitzwilliam are included in the tuition fees for students using Heathrow, Gatwick, Stansted or St Pancras between 08.00 and 20.00 on the SUL arrival/departure day.



COLLEGE INFORMATION:

BEDROOMS	✓ SINGLE EN-SUITE & SEMI EN-SUITE
MEALS	✓ BREAKFAST, LUNCH & DINNER PROVIDED IN COLLEGE DINING HALL (PACKED LUNCH ON EXCURSIONS)
INTERNET	✓ FREE WIFI ACCESS FOR ALL STUDENTS
LAUNDRY	✓ COLLEGE LAUNDRY ROOM



TRAVEL INFORMATION

✈ LONDON HEATHROW (1½ HOURS)
✈ LONDON GATWICK (2 HOURS)
✈ STANSTED (30 MINUTES)
🚆 ST PANCAS (1 HOUR BY TRAIN)

ON-SITE FACILITIES

✓ SPORTS HALL	✓ SPORTS FIELDS	✓ LOTS OF OUTDOOR SPACE
✓ SOCIAL SPACES	✓ WI-FI ACCESS	✓ PORTERS' LODGE WITH 24-HOUR SECURITY

The Social Programme

Learning takes place both inside and outside of the classroom on the SUL Cambridge Academic Enterprise programme, with activities carefully selected to improve students' confidence and take advantage of the beautiful Cambridge setting. Students certainly gain a rich cultural experience during their time on the programme.

Across the two weeks, the programme includes:

- ✓ **3 FULL-DAY EXCURSIONS** – Exciting UK destinations, including London, Oxford and Shakespeare's birthplace, Stratford-upon-Avon
- ✓ **LOCAL CAMBRIDGE ACTIVITIES** - Including arts appreciation at the famous Fitzwilliam Museum and punting on the River Cam
- ✓ **TRADITIONAL BRITISH SPORTS EVENINGS** – Playing games such as Cricket and Croquet
- ✓ **THE CAMBRIDGE SHAKESPEARE FESTIVAL** – Students watch a performance of the popular festival while having a picnic on the college lawn. A highlight of the course!
- ✓ **EXCITING ON-SITE TEAMBUILDING ACTIVITIES** – Helping students relax and make friends in the evenings
- ✓ **SUPERVISED FREE TIME IN CAMBRIDGE** – Allowing students to explore the city independently and get a 'feel' for the city, just like a real Cambridge University student



"The organisation of the trips was really good"

Alejandro, 17, Spain



"I was so pleased with the college and Cambridge"

Lizeth, 17, Colombia



"It's a perfect location"

Wang Rufei, 15, China

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