

Bridging the GAP Between

# Theory and Practice

Prospectus

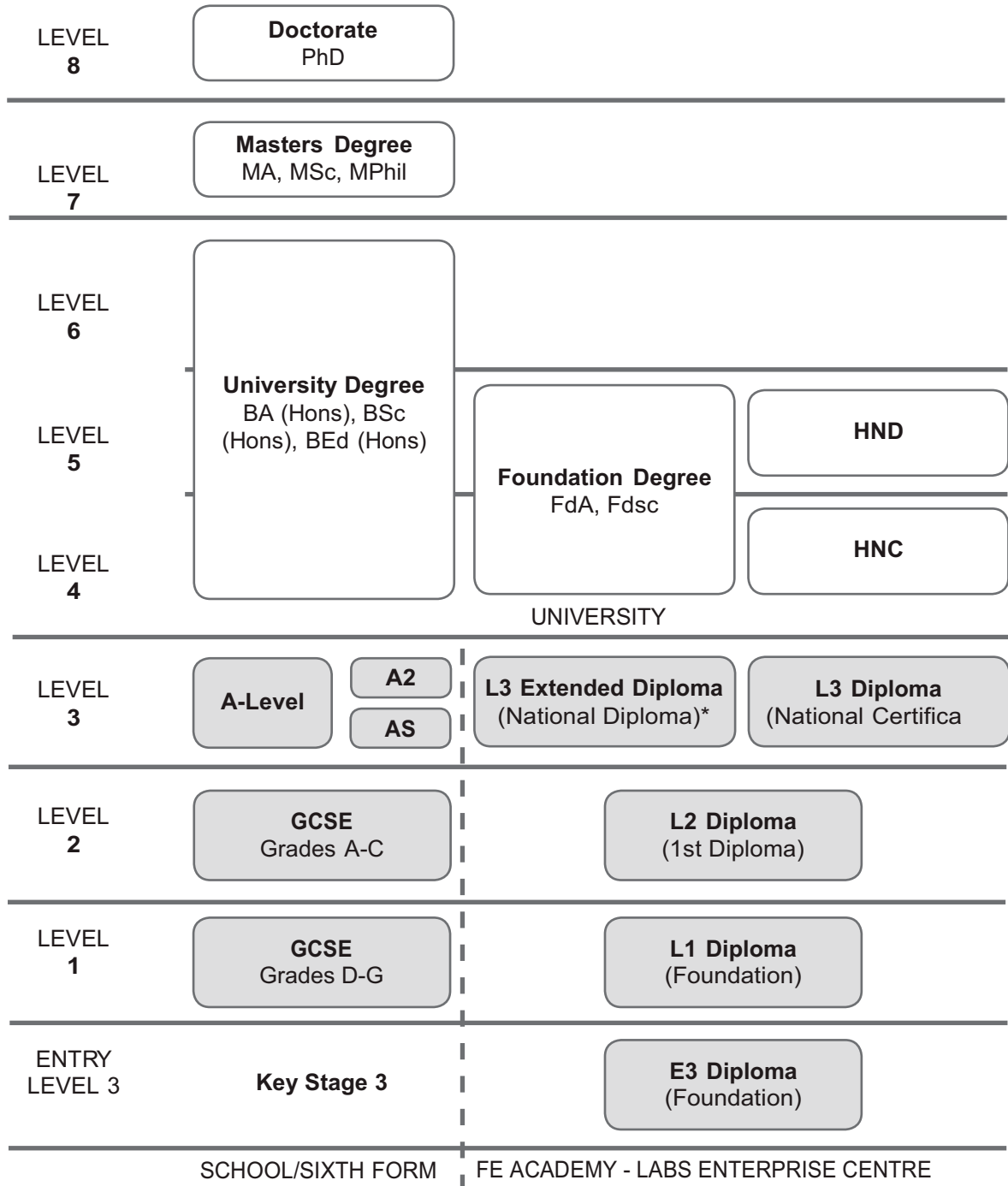


AFRICA YOUTH  
**CHAMBER**  
OF COMMERCE & INDUSTRY  
*THE INTERNATIONAL VOICE OF YOUNG ENTREPRENEURS*

in collaboration with

**LABS**  
London Academy Business School  
ENTERPRISE CENTRE

# Course level Progression Chart



\*L3 Extended Diploma Merit is equal to three A-Levels at grade



The Academy taught me about who I am, what motivates me, what I want to become and how I can get there



**Ayo Jenyo,**  
National Entrepreneur of the Year 2010



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“

If you're an  
entrepreneur,  
this is the  
time!

”

**Larry Jones-Esan FCMI,**  
Founder of the London Academy  
Business School



It's not about where you are, it's about where you want to be ...

Whether you want to set up your own business or succeed in an existing organisation, the skills and experience you gain at the London Academy Business School will kick start your dream career.

If you already have a fire in your belly, the Academy simply adds fuel. We can give you a leg-up, a head-start; we can set you on the fast track to success.

Entrepreneurs are not born, they're made. Recognising this, Larry Jones-Esan, FCMI, leading entrepreneur and one of the stars of private education proprietor in the UK, created the London Academy Business School to be a catalyst for cultural change and encourage more entrepreneurial activity in the UK and emerging economies.

About us

## Bridging the GAP Between Theory and Practice

Take part in everything  
you can at the London  
Academy Business School  
- Enterprise Academy as  
those kind of opportunities  
won't come around again

Student 2008-2009

53%

of learning time at the Academy is made up of guest speakers, master classes and workshops

The curriculum at the LABS is based on a philosophy of 'work based learning'. There's nothing quite like one of our courses, they are designed to be different. For example from 2006-2009 53% of learning time at the Academy was made up of guest speakers, master classes and workshops – truly bringing the boardroom to the classroom! Our tutors possess actual business knowledge. Great speakers/trainers taught executive learners from leading firms such as CBN Central Bank of Nigeria (CBN).

Federal Inland Revenue Service (FIRS). Federal Capital Territory Agency (FCDA) Learning and Skills Council (LSC) Train to Gain (TTG). and offer not only their time, but also real-life business expertise and networking opportunities to our students and graduates. We have a host of guest speakers from all walks of life who come in to the Academy on a weekly basis, from Leslie Mathews Sulenta,(World Bank) **Professor Keith Pilbeam** (City University), Dr Abel Usoro, (Paisley University) **Charles Khiran International** and Associate Prof **Rexford Sam** (Rainbow Consulting).

**You'll also get to:**

- Work on real life business challenges
- Start your own business (Level 3) or investigate and prepare to start up your own business (Level 2)
- Attend master classes, workshops, micro business surgeries and networking events
- Receive coaching from real business owners
- Undertake a personal and professional development programme designed to guide you and support your business aspirations
- Up to a 4 week placement in a highly respected company.

**From September 2014 you can study at the Academy in over 5 different locations internationally. Ask for details of these approved centres from our admin department.**



Why study at the Academy?

## Helping you to achieve your goals

### **Experienced and Dedicated Staff**

Our courses are taught by tutors with real business knowledge who are educationally and vocationally qualified. Each course provider employs a Business and Enterprise Manager to bring real business into the classroom.

### **Financial Support**

If you are a full-time learner aged between 16-17 on September 1st, the first 10 won't have to pay a penny for the privilege of joining us at the Academy. We welcome learners who are aged 18 and over but there may be a standard fee for the course, which is payable by installments.

However, financial support including full fee waivers may be available, for further information please enquire at [info@labs.org.uk](mailto:info@labs.org.uk)

### **Recognised as part of the National Skills Academy**

LABS Enterprise Centre was successful in gaining full National Skills Academy (NSA) status from the Department of Business, Innovation and Skills in July 2009 with its associates. As the first ever cross-cutting NSA the LABS Enterprise Centre will continue to act as an agent of change to overcome and challenge institutional barriers and to drive capacity and capability into enterprise education and learning.

The NSA programme was set up following the Leitch Review in 2006 as a key recommendation to establish the UK as a leader in the delivery of world class skills.

Why study at the Academy?

**71%**

of the students have been offered jobs with companies including **Barclays, NatWest Banks, L'Oreal and Laing O'Rourke**

### **Personal Professional Development (PPD)**

Developing your interpersonal skills, building your confidence and preparing you for success is very important to us.

We take our pastoral responsibilities very seriously. Advice and guidance will form an important part of your personal and professional development and we offer a full range of support services in conjunction with our partners and commissioned colleges.

This is a unique development programme with elements of tailor-made design which records and develops individual student progress. PPD celebrates professional achievements, encourages personal analysis and development whilst supporting each student throughout the year.

### **Employment Engagement**

Our courses are unique because at least 50% of the course content is delivered or supported by our network of supporters. As part of the course you'll have up to a 4 week placement in a highly respected company.

You'll have your own projects to complete and real life problems to solve. In addition opportunities to pitch for investment and pitch for employment are provided and real business challenges are set by partnering companies both local and national.



Our Courses

## Top courses & Career Progression

We offer a Level 2 and Level 3 BTEC Diploma in Enterprise and Entrepreneurship. Both last up to one year and will either help you to set-up and run your own business or to thrive within an existing organisation.

In order to pass, you'll need a first class work ethic. Our students are expected to dress for business, work a typical 9am to 5pm, five days a week, and have a real 'can do' attitude to life.

# Our Courses

## **Level 2 Diploma in Enterprise and Entrepreneurship** (equivalent to 4 GCSEs at grades A\*–C)

### **To get in... and get on you'll need:**

A minimum of four GCSE's (grades D-G, English and Maths D-E) OR other equivalent Level 1 qualifications at merit level or higher including English and Maths.

### **Assessment**

100% coursework assessments

### **Progression**

Past graduates have chosen to:

- Progress to Level 3 at the Academy
- Go on to further education
- Put their skills and knowledge into practise in an established business
- Start their own business

### **Duration**

1 year (starting September/October 2014)

### **Lessons you'll learn**

Level 2 is about developing functional business skills, to set you up for the future.

### **The following units are covered:**

- Creating a vision for your business plan
- The business environment
- Researching your market
- The marketing plan
- Financial modelling and forecasting
- Planning and pitching
- The entrepreneurial mindset
- Leadership and teamwork
- Toolkits for idea generation
- Managing personal finances
- Enterprise in the workplace

## **Level 3 Diploma in Enterprise and Entrepreneurship** (equivalent to 2 A Levels at grades A\*–C worth a maximum of 280 UCAS points)

### **To get in... and get on you'll need:**

A minimum of four GCSE's (grades A\*–C, including English and Maths) OR other equivalent Level 2 qualifications at merit level or higher including English and Maths.

### **Assessment**

100% coursework assessments

### **Progression**

Past graduates have chosen to:

- Continue to run and expand their business
- Put their skills and knowledge into practise in an established company
- Attend University

### **Duration**

1 year (starting September/October 2014)

### **Lessons you'll learn**

Level 3 is about developing functional business skills, to equip you for the real world.

### **The following topics are studied:\*\***

- The innovative entrepreneur
- Business planning and pitching
- Financial planning and implementation
- Launching your business vision
- Monitoring the performance of your business
- Operating your business
- Planning the future of your business
- Leadership and teamwork
- Working as an intrepeneur (an entrepreneur within an existing organisation)
- Market research and analysis
- Financial literacy and awareness
- Business in an international context
- E-Marketing and Website Design
- Brand Development and Promotion
- Social Enterprise

# Bright sparks

Each year the London Academy Business School -The Enterprise Academy produces outstanding graduates, with students progressing on to higher education, full time employment and entrepreneurial success.

## Adetunji Osho

'I decided to apply for the Academy as I was looking for something different to give me an edge over other applicants when entering the job market. The best part of the course was the work experience.

I managed to secure a placement at Barclays in their headquarters in Canary Wharf, which was something that I had always wanted to do.

During my time at the LABS Enterprise Centre, I changed my mindset completely to think like a true entrepreneur. I began to think like a businessman and developed a more positive outlook and greater confidence. In September, I'm off to Cass Business School in the City to further develop the skills I learnt at the Academy.'

## Katie Owen

'I chose to go to the Academy because I wanted a different way of learning from your typical classroom college course.

The Academy allowed me to learn business – the practical elements as well as the theoretical elements – by giving me a chance to meet with business experts and also to take part in masterclasses and different challenges which gave me a great, enriching enterprise experience.

I really enjoyed meeting other like-minded people and being around them brought out the competitive edge in me and made me want to better myself for the future.

It's definitely solidified my desire to go into business, in fact next year I will be working at Barclays Bank, thanks to the LABS Enterprise Centre.'



Grant impressed me with his passion & his strong business acumen, he is a shining example of a young, ambitious entrepreneur with the skills and motivation to realise his full potential and live out his entrepreneurial dreams



Larry Jones-Esan, FCMI

The LABS is brilliant for nurturing young enterprising people and Grant is a shining example of this'

**Rebecca D'Arcy,**  
Everything Everywhere  
(which runs Orange)

# 98%

of students have gone on to achieve a positive destination through employment, higher education or self employment

### **Grant Ridley** National Entrepreneur of the Year 2011

Grant made a huge impact at his work placement at International Travel Connections, a luxury travel operator based in Chester which resulted in an offer of a job; he developed the social media strategy for the business and trained senior management on how to use social media to develop sales. ITC were so impressed that they referred a restaurant in Chester to Grant to develop their marketing strategy for the business. He made a huge impact at the Academy, achieved the highest academic grade, led his PPD group with skill and all this has resulted in Grant being awarded the prestigious award of 'Outstanding BTEC Student of the Year' at the National BTEC Awards in July. Grant also received the award of 'ICT Student of the Year' at the same ceremony which was hosted

by Scott Mills and held at the Royal Society of Arts in London.

He also won the Orange Challenge whilst at the Academy – a contest to design an "action" that would form part of a new mobile application. Orange's Do Some Good app is designed to give people the chance to make a difference in just a few minutes. Grant created a new action for the app called Eye Spy which is based around the concept of taking a picture of a bird or insect and uploading it to the Wildfowl and Woodlands Trust to help them track migrating birds and species levels around the country.

'I have a passion and a determination that is unwavering. I was always myself throughout the entire course, and that's the most important thing.'  
Grant Ridley, National Entrepreneur of the Year 2011



Graduation Ceremony

## What our students say



I would completely recommend the Academy to anyone out there with a passion for business, at the LABS Enterprise Centre you are encouraged to dream big



**Jasmine**, Current Student

### **Kyle Raffo**, 18 Tamworth

'Prior to starting the Diploma at the Academy I had already set up my own business, but the course has allowed me to take it to a new level.

I have learnt a range of new skills and developed ideas from working with like-minded people, which has enabled me

to grow the business. I don't think I'd have been able to do this without studying at the Academy and having the added support from my tutors.

Engaging with a range of industry experts has also given me a better understanding of the business world and I now know I can achieve my dream of running an empire of successful businesses.'

### **Beth Smith**, 22 Northfield

'I first discovered the Academy after following Larry Jones-Esan on Twitter and I knew it was the ideal course for me.

The diversity of the programme, combined with the opportunity to engage with business people from a range of sectors has really broadened my horizons, which I don't think would be possible on any other course.

The curriculum is really relevant to setting up my own business and it has allowed me to realise my career aspirations are achievable.'



The tutors are fantastic. They have passion... and experience. Unlike many other business tutors these guys have been there and done it themselves



**Jonathan**, Current Student



# Apply Today

## Contact us

We're always happy for you to get in touch with us if you have any queries, or to come in and meet our staff or current students. Just email [info@labs.org.uk](mailto:info@labs.org.uk) and we'll be in touch.

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