

IVEY SUMMER BUSINESS PROGRAM

A PRE-UNIVERSITY PROGRAM ON BUSINESS FUNDAMENTALS

Ivey Ranked Among the World's Best

#2 international MBA program
in the world (*Business
Week, 2007*)

#1 provider of Executive
Education programs in
Greater China for 7
consecutive years (*Financial
Times, 2010*)

#1 provider of Executive
Education programs in
Canada for 11 consecutive
years (*Financial Times, 2010*)

Going to university is a life changing experience. It's a time to explore, learn and grow. The possibilities for your future have no limits. Start planning your future today! At Ivey's Summer Business Program, we help you build your leadership skills while building on the fundamentals you'll need to work in teams and understand the business world.

The Richard Ivey School of Business at The University of Western Ontario is one of only four exclusive case method teaching schools in the world, and, recognized, alongside the Harvard Business School, as one of the top case publishers. In 2011, Ivey launched a business fundamentals program for university-bound, high schools students at its Hong Kong campus. Based on its successful inaugural run we are pleased to announce our 2012 Summer Business Program (SBP) with courses in *Hong Kong* or *Beijing*.

Taught by Ivey faculty from Canada, the Summer Business Program introduces our renowned case method of learning. You'll be challenged to learn by doing, within an active class environment. At Ivey, you'll explore different industries and business issues, all focused on being in the shoes of a decision-maker facing a business problem.

“ This is a phenomenal experience! Love the learning atmosphere and high quality teaching. – Lilian ”

“ The excellent teaching helped me to discover my leadership potential and hone my decision making skills. – Arielle ”

“ I used to think business was boring and out of my reach, but the program's case study method made me realize otherwise. – Vivian ”



LEARNING METHOD

The Case Method

Ivey's heritage as a case method school goes back to 1919. Today, Ivey is the world's largest producer of Asian based case studies and second only to Harvard Business School in total cases published.

In our Summer Business Program you will prepare two cases each day, stepping into the shoes of a decision maker facing a real business problem. You'll learn to prioritize information and identify the key issues in the context of real business situations. While most business schools use cases as examples to support lectures; at Ivey, one of only four exclusive case method teaching schools in the world, your experience will be truly different.

Learning through Action

On the final day of the program you will participate and compete in an **Ivey case competition** in front of our judging panel comprised of prominent members of our Asian Advisory Board and alumni.



PROGRAM OVERVIEW

During our Ivey Summer Business Program, you will have 3.5 hours of class time and 2 hours of case preparation every day. The different areas of content are scheduled dynamically in order to allow you to integrate the content both individually and in groups.

Modules:

Financial Management

- Evaluating past and projecting future performance
- Interpreting a projected load
- Risk analysis and decision making

Organizational Behavior

- Effective leadership
- Leadership styles
- People development
- Influence and change

Marketing Management

- Competitive positioning
- Segmentation
- Internet marketing
- Communications strategies

Strategic Management

- What is strategy?
- PEST analysis
- Identify key competitive advantage
- Evaluate the best alternative

ARCH Academy Seminars

- The X-tra Step: Elite Universities and Beyond
- A Head Start on Interview Preparation

CLASS ENVIRONMENT

Your Faculty

Ivey's Summer Business Program is taught by full time faculty members who also teach in our undergraduate business degree programs at Ivey Canada.

Your faculty team works together to deliver a program experience that builds- class after class, day after day.

Your Classmates

Demographic of Class 2011:

Class size: 30 students
Nationalities: 9 (Australia, Canada, HK, Philippines, PRC, Singapore, the Netherlands, Thailand and USA)
Age: from Grade 10 to Year 2 in the university



“ The case study method was new to me but it has given my analytical skills a huge boost. It taught me how many businesses operate. – Sonia V ”

“ The program not only enhanced my understanding of business, it was also a journey of self-discovery that unlocked the team work capability of me through case preparation. – Michelle ”

“ This is definitely an unforgettable experience that everyone should have. – Lily ”



About ARCH Academy

ARCH founders are graduates from The University of Oxford and Columbia University, with experience in Investment Banking at Goldman Sachs, JP Morgan and Merrill Lynch prior to establishing ARCH. ARCH is an education provider that aims to help students bridge their education gap through enrichment programs that enhance students' thinking, speaking and writing skills. Arch also provides consultation to facilitate students' transition to overseas schools and universities. We strive to instill in students the mindset and skills that will enhance their imminent academic pursuits, prepare them for transition into adolescence, and equip them with tools to succeed in their future careers.

During the program, students will learn how elite universities and top firms globally recruit and select the world's top talents- what mentality is needed and the expectations of such institutions. More importantly, students will be inspired to think ahead and prepare for achieving their aspirations.

➤ SCHEDULE

July, 2012 (tentative)							August, 2012 (tentative)						
MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

 Hong Kong Program is located at Ivey's HK Campus in Hong Kong Convention & Exhibition Centre
 Beijing Program is located at the Canadian International School of Beijing
 In Class Sessions: 9 am to 3:30 pm

Who should attend

Students entering Grade 11, 12 or first year of university in the fall of 2012.

“ The lecturer’s unique teaching style and the friendly atmosphere were both memorable and effective. We were encouraged to participate fully in class. There were many heated debates and exchanges of ideas. – Gio ”



“ I would definitely participate again, given a chance. – Karen ”

➤ APPLICATION PROCESS

Application decisions are made a rolling basis, so we strongly encourage you to apply as soon as possible.

1. Go to www.ivey.com.hk to complete the application form with a recommendation from your school principal and return this to us.

Early Admissions: April 30, 2012 Final Admissions: May 30, 2012

2. Applicants may be asked to participate in an interview with Ivey Asia's Dean to assess their potential to contribute to the program experience. All students applying for admission must fulfill English language requirements, and may be asked to provide competency in the use of understanding of written English.

➤ TUITION

Tuition for the 2012 intake is HK\$24,000. Payment will be required upon acceptance in order to secure a place.

➤ CONTACT US

➤ www.ivey.com.hk

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