

Cambridge Judge Business School

PERSONAL DEVELOPMENT PROGRAMME

Course Details

Venue: GEMS Wellington Silicon Oasis, Dubai

Age Group: Students aged 14 – 18 (at the time of the Programme)

Dates: Monday 11th – Friday 15th December,
9.00am – 2.30pm each day (students should bring a packed lunch)

Price: 4600 AED

Application: Parents should complete the **Expression of Interest form** by Monday 13th November and will then receive further information by email

Contact: Email danny@cjbsyouthprogrammes.co.uk with any queries



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

Introduction

The University of Cambridge Judge Business School (CJBS) developed the CJBS Youth Programmes to give pre-university students around the world a headstart in developing the skills that are essential to leading successful academic, professional and personal lives.

These Programmes are in no way limited to those interested in business-related degrees or careers. Students will find that the Key Skills they develop through their participation are integral to achieving their goals, whether they are aspiring to careers in law, medicine, finance or anything else.

The Programmes are designed for 14-18 year olds and overseen by Professor Christoph Loch (below), the School's esteemed former Director.



The CJBS Personal Development Programme is taught in-person by CJBS Youth Programmes teaching staff over 5 consecutive days. This particular Programme is being hosted at GEMS Wellington Silicon Oasis in Dubai.

Students who complete the Personal Development Programme are given priority access to the 2024 CJBS Summer Programme in Cambridge (more information below).

Context

The University of Cambridge was founded in 1209 and has been affiliated with more Nobel Laureates (121) than any other institution. Notable alumni include Isaac Newton, Charles Darwin and Stephen Hawking, as well as 14 British Prime Ministers.

CJBS, bearing the name of its benefactor Sir Paul Judge, is located in the centre of the city and is particularly strong in entrepreneurship and innovation management.



Professor Loch completed his 10-year term as Director of CJBS in September 2021 and remains a senior member of faculty. During his Directorship he launched the CJBS Summer Programme (see [video](#)).

We subsequently introduced the Personal Development Programme to enable more students around the world to access our teaching. Students who have attended the CJBS Youth Programmes have gone on to earn places at some of the world's top universities.



Philosophy

The CJBS Youth Programmes are based on the philosophy developed by Professor Loch:

“Personal capabilities of motivating yourself and working effectively with others are ever more important for success in a competitive professional world. Education is not only about learning content, but also about developing the personality to perform under pressure as part of a team.”

Our Youth Programmes help students to develop Key Skills through innovative course designs with a direct connection to concepts of leadership and collaboration.”

(Below: Professor Loch with a student at the 2019 Summer Programme.)



Structure & Content

The Programme is divided into 10 sessions. In the mornings students focus on 5 different Key Skills (see Table 1 below).

Table 1: Key Skills

Session	Main focus
1	Communication
2	Confidence
3	Leadership
4	Teamwork
5	Motivation

These skills are selected on the basis that they are intrinsically linked and universally applicable, yet

are sometimes neglected in traditional education because of the focus on examination subjects.



In the afternoon sessions students work on a project in teams. The task is to develop a concept for a product/service that could be commercially successful whilst also helping to achieve one of the UN’s Sustainable Development Goals (SDGs). This is a challenging and wide-ranging project that gives students the opportunity to reinforce their learning from the Key Skills sessions.

Though the afternoon sessions are very much student-led, each starts with an introduction from teaching staff to a topic that needs to be included in a successful presentation (see Table 2 below). While students are working in their groups teaching staff provide advice, feedback and guidance.

Table 2: Student Project

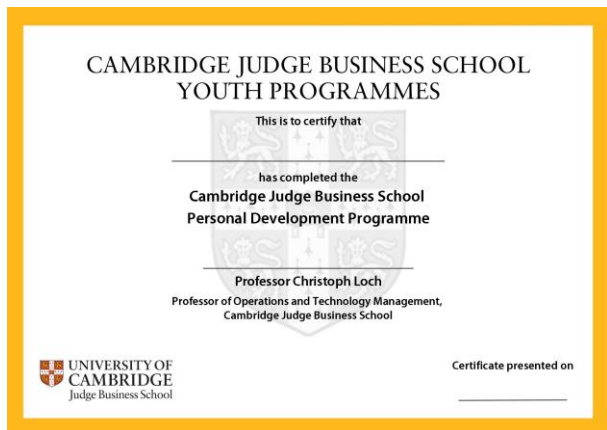
Session	Main focus
6	Market Research
7	Project Strategy
8	Product & Brand Development
9	Marketing & Pricing Strategy
10	Presentations

During the final session student teams present their product ideas to their peers, Programme teaching staff and a judging panel that will most likely include CJBS alumni who are currently based in Dubai. Professor Loch also joins the judging panel via video link whenever his diary allows.



The specific content for each course is adjusted to be challenging yet accessible to the participating students.

Having completed the Programme, students are presented with their official CJBS certificates, each personally signed by Professor Loch.



Pedagogy

The Personal Development Programme is led by the CJBS Youth Programmes Director, Danny Kerrigan.

Danny graduated from University of Cambridge with an Economics degree in 2012 and has

played an integral role in the development of the Youth Programmes since 2016. He has extensive experience in delivering educational courses.



The teaching style is interactive and fast-paced; students are continually challenged in order to maximise opportunities for development and encourage deeper engagement with the content.

Parent Feedback Quote

"We would like to congratulate you for organising a fantastic programme. The approach was very personal and customised to these young people. A special thanks goes out to Danny for being an absolute superstar. It's people like you who help shape the leaders of the future. Keep up the good work!"

How To Apply

To register your interest in having your child attend this programme please complete this **Expression of Interest form** by **Monday 13th November**. Full registration and payment instructions will be sent out to each parent as their child's form is received.

We only have 20 places available and these will be allocated in the order in which payment is completed.

For more information about any of the CJBS Youth Programmes please contact Danny Kerrigan via **email** or **LinkedIn**, or follow us on Instagram: @cjbsyouthprogrammes.