

Cambridge Judge Business School

PERSONAL DEVELOPMENT PROGRAMME

Course Details

Venue: GEMS New Millennium School, Al Khail, Dubai

Age Group: Students aged 14-18 from any GEMS school

Dates: Monday 12th – Friday 16th December, 9am-2.30pm each day
(students are required to bring their own packed lunch)

Price: 4600 AED

Application: Parents should complete an initial **Expression of Interest form** by Wednesday 19th October and will then be invited to attend an information webinar on Tuesday 25th October, after which full registration and payment will be possible

Contact: Email danny@educationandsport.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 students interested in business-related degrees or careers. Whether they are aspiring lawyers, doctors, engineers or anything else, the Key Skills that students develop through their participation are integral to achieving their goals.

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 specific course is exclusively available to students of GEMS schools in Dubai.



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. In 2017 he launched the CJBS Summer Programme (see [video](#)). Students who have attended this annual residential programme have gone on to earn places at some of the world's top universities.

We subsequently introduced the Personal Development Programme to enable more students around the world to access our teaching.

Students who complete the Personal Development Programme are given priority access to the 2023 CJBS Summer Programme in Cambridge.



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 taught in 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.



During the final session student teams present their product ideas to their peers, Programme teaching staff and a judging panel usually consisting of a member of GEMS teaching staff and CJBS alumni who are currently working in Dubai. Professor Loch also joins the judging panel via video link whenever his diary allows.

Though the 5 sessions devoted to the project 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

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 (below).



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 Wednesday 19th October. You will then receive an invitation to attend an information webinar on Tuesday 25th October.

For more information about any of the CJBS Youth Programmes please contact Danny Kerrigan via **email** or **LinkedIn**.