

UK EXPLORER SERIES

# Business Explorer

Summer 2024

DAY BY DAY

INTRODUCTION



What makes our UK trips unique?

# Company Overview

# 01

What makes us unique?



# OUR VALUES

**01**

## **Interactive Learning**

Our trips involve projects based learning and academic workshops

**02**

## **Cultural Capital**

Our courses all give an awareness of international culture and background

**03**

## **Future Planning**

We help students understand the content of different potential university majors

**04**

## **Career focused**

All our programs focus on what specific careers students can target in the future



UK Office Address: 1 Quality Court,  
Chancery Lane, London, England,  
WC2A 1HR



**Mark**

Mark is a Chartered Engineer and former Senior Manager in a variety of UK FTSE 100 companies and is an expert in supply chain management. He has also served as Chair of Governors at a variety of elite Harrogate schools, being responsible for the performance of the school and financial management.



**Jane**

Jane has a BA in Education from the University of Leeds and has previously served as Vice Principal of a UK Primary School. She has also led a variety of international summer schools, as well as designing courses for, and teaching at the South China University of Technology in Guangzhou.

**Wendy**



Wendy worked as a Higher Executive Officer for the UK Government. She is a licensed World-Wide Girl Guiding trip leader for residential trips and is in charge of all Human Resource issues in our company.

**Chris**



Chris is a retired High School Vice Principal from a school consistently rated as 'Outstanding' by OFSTED, where he was awarded Advanced Skills teaching status. He is an Art & Music expert, having helped many students apply for Oxbridge as well as elite UK Conservatoires.

OUR  
UK  
TEAM



# “BUILDING SKILLS UNDERNEATH THE SURFACE”

All our trips are designed to help students discover more about themselves and their interests, so that when students are making decisions about their future they are armed with the knowledge of what future careers and majors are really like.



## ICEBERG CONCEPT

The educational iceberg is a concept used to describe how the visible results of education, such as admission to elite universities and exam results, are only achieved by long-term hard work developing skills that are less easily visible. As lifelong educators, we are committed to the hard work of building skills beneath the surface, to set students up for a lifetime of success.



# CHINA TEAM



Zekai Gong is a graduate of Penn State University and study abroad expert. He co-founded the Lucky Bay Group in 2022 and is our company's Managing Director.



Adrian studied abroad in the USA and is our sports and activities expert.



Joanna is a study abroad expert and international trip designer with 10 years experience.

Lucky Bay is one of the shareholders in Immersive Cultural Education and exclusively represents their interests internationally.



## Benji



Benji is an Oxford University graduate, with a BA in Law and a MSc in Criminal Justice. Since graduating he has worked in both international schools and training centers as a study abroad expert, with over 12 years experience helping students apply to elite universities. Benji has also taught at the South China University of Technology and worked for the wealth management company Univisa. Alongside this, he has designed many summer schools for both under 18s, undergraduate students, and adults in the UK, specializing in tours of Oxford and Cambridge.



# Trip Advantages

# 02



# TRIP DESIGN TEAM

Mark



Mark is a Chartered Engineer, and holds an Environmental Management Diploma. He has served as a Plant General Manager and Director, as well as Senior management roles across a variety of FTSE 100 companies such as Toyota, IMI, & Portakabin. He is an expert in Lean Manufacturing and, now retired, runs Factory Simulation workshops in schools.



Malcolm is a graduate of both Melbourne and RMIT universities in Australia. He has spent a career working in education. He has previously worked in China in a variety of elite international schools and as Senior Consultant for the Concentric Group. On all our trips he has worked to supervise the educational content and connection to future major choices.

Benji is an Oxford graduate and university applications expert. He ensures our trips link to potential majors and help students decide future goals. He has over 8 years experience designing summer schools for clients such as Chinese universities (SCUT, WHUT, BJUT), international schools (Shanghai North America, Suzhou OCAC) and organizations (Guangzhou Chamber of Commerce).

Benji



Michelle has helped bring a parent's view to all our trips, having previously served on the Parent Committee at a prominent Suzhou international school. She has worked to ensure all elements of cross-cultural communication are well covered and parents' concerns are met.



Our unique program also features workshops designed by the following institutions:

Isobel



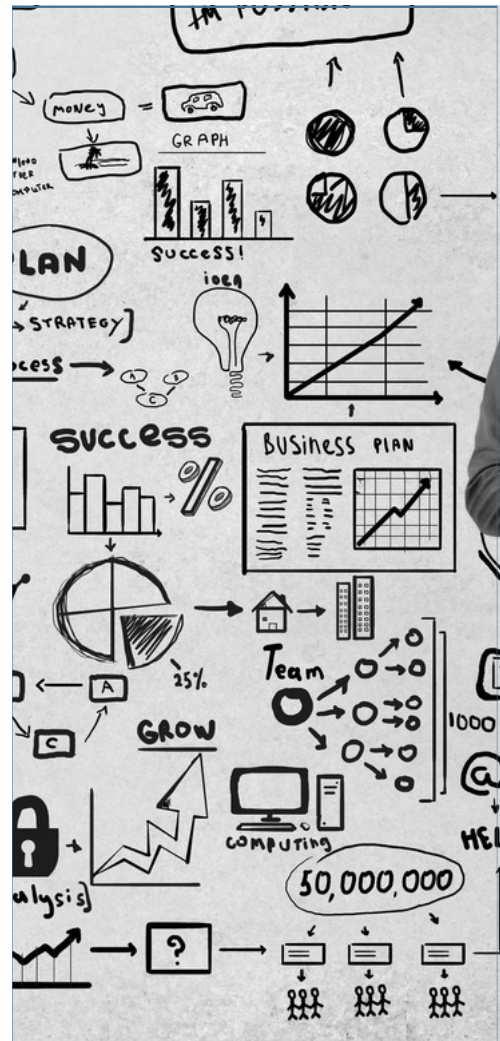
Isobel first worked as a Junior Manager at PwC after graduating in Business Management. She is now working for her second Fortune 500 company, working as a Programmer and Project Management Development Lead at Accenture. As part of her work, she regularly volunteers, serving as a mentor in a professional capacity for disadvantaged UK children.





# CONNECTIONS TO UNIVERSITY MAJORS

A core element of our Major Explorer series is giving students the experiences to help them consider a variety of future majors on our trip. During our Business Explorer trip, students will touch on the following majors, making it an exciting adventure for students interested in Business generally, or specifically in any of the following specific areas.



Business Management



Marketing



Human Resource Management



Economics



International Business



Finance



Supply Chain Management



SAFETY IS ALWAYS OUR NUMBER ONE  
PRIORITY

# TRIP SAFETY

## Our safety precautions

- All our staff are background checked and safety trained
- Our UK local staff are all UK educational professionals with over 30 years of experience
- Each trip has a First Aid trained expert
- Accommodation and food is both chosen with safety as the first priority
- Each trip also has a bilingual Chinese guide so that students can use Chinese in emergency situations
- Our staff to student ratio is a minimum of 10:1 AT ALL TIMES, and usually is around 7:1
- Our Chinese staff all pass stringent background checks

Safeguarding Lead  Wendy

All competent UK summer schools and educational institutions have a designated safeguarding lead, whose main job is to always monitor the safety of students and ensure all proper planning has taken place prior to the trip commencing. Experienced Health & Safety expert, and previous human resource expert in local government, with worldwide Girl's Guide qualifications, Wendy is our safety lead.



**10 : 1**

Student to staff  
ratio on all our  
trips

**20**

Maximum group  
size for our trips



# EDUCATION CONTENT

Our trip is expertly designed to give students an insight into a variety of different majors connected to Business. This adventure will help students discover in which specialist area their true interest may lie and set them down a path of future discovery and preparation for university applications. It is hoped that after this trip students are able to consider a greater variety of potential majors and are focused on exploring which specific area of Business they may wish to study at university.

Our trip is also designed as an immersive English environment, meaning that students' English level is expected to rapidly improve over the 12 days.



## WORKSHOPS

### What is a workshop?

Workshops are interactive ways for students to learn, giving students a chance to actively engage in a specific project. For this trip we have partnered with a variety of famous UK sites to offer workshops (normally only accessible to native British students) to our students. This gives them a unique insight into UK education, offering a British style approach to learning and exploring the UK.







# ACCOMMODATION

Our trip is based in London, with students staying in hotel accommodation during their stay in twin bedrooms (two of the same sex students sharing). Students will always be accompanied in their hotel by our two local guides and our bilingual Chinese guide, with a minimum staff ratio of 1:10. Our London base gives us access to Oxford, Cambridge and the most famous UK museums, based in the capital.



# All included

All food is included in our trip price, with students having three meals a day with our local team. Any restaurant visited is first checked for safety by our local team.



Explore traditional English food



International food in Global London



Chinese food for a taste of home



Food at famous UK sites

# FOOD

Breakfast: Consists of an international buffet at our London based hotel

Lunch: Will be at different restaurants and health food markets each day, with students having a degree of choice, based around location

Dinner: Students will vote between 3 options each day to maximize student choice

In all our trips we aim to keep a flexible approach to food, so that we can customize the specific restaurants we visit around real-time student feedback. This is decided with students voting between a set list of options for the next day each evening so that we can customize food choice and provide as much personalized choice around student needs as possible, to maximize student enjoyment.





## Mark

Mark is a Chartered Engineer and a Member of the Institute of Electrical Engineers. With an Engineering background he first entered into the business world through his work in Engineering. He has been employed by a variety of FTSE 100 companies and is an expert in supply chain management. Since retiring, he has become an expert in education, working with many UK schoolchildren on factory simulations, and serving as Chair of Governors in a successful Harrogate school.

# TRIP LEADERS Expert Guides



## Wendy

Wendy is the brains behind our business trip, using many of her contacts to source our high-level workshops and guest speakers. She previously worked as a Higher Executive Officer for the UK Government. She is a licensed World-Wide-Girl Guiding trip leader for residential trips and has led many educational activities for a variety of British and international students. She is responsible for organizing the logistics of all our trips, as well as ensuring compliance with UK laws.

## Zekai



Whilst our trips are an immersive English environment, for safety reasons we do always have a Chinese speaking guide on hand for emergencies, and to accompany students on the plane to and from the UK. Our Chinese guide is also available to provide translations where necessary, both in class, and in daily life, to ensure students get the most from the trip.





What happens each day of your 12 day UK adventure?

# Daily Overview

# 03





## Welcome Dinner

Students will meet our bilingual team at the airport in China, before flying together to the UK. After landing in the UK, we will be greeted by our local UK team, waiting to pick us up at the airport and introduce themselves over a delicious welcome dinner as students are given time to get to know our team, and settle in to begin their UK adventure tomorrow.



Students will meet our UK Business Trip team leaders, Wendy & Mark when they land in the UK.

# DAILY OVERVIEW Day 1

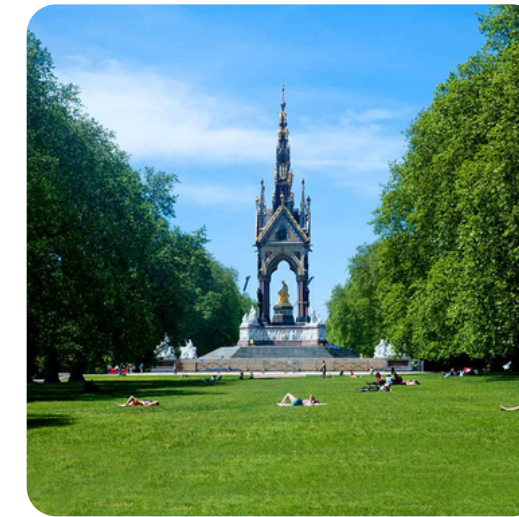




# LONDON'S FINANCIAL DISTRICT

Today serves as our introduction to the UK's economic capital and central bank as we explore both the city itself and the financial policy of the central bank.

In the afternoon we will have a guided tour of the Financial District of London, exploring the commercial heart of the city. As part of this we will visit the Bank of England. At this interactive museum we will explore the Central Bank's role in regulating a nation's economy and be introduced to the workings of the UK's stock exchange and fiscal policy.



In the morning we will have a tour of London, seeing the home of 3 of the G5 universities, LSE, UCL and Imperial, as well as the Houses of Parliament, Big Ben, Downing Street, Tower Bridge and Hyde Park.

## DAILY OVERVIEW Day 2





# BUSINESS LECTURES

**AM: Human Resource Management:** In the morning session students will learn about managing large-scale teams in business and work generally. Heather will explore the realities of managing teams, and what Human Resource Management entails.

**PM: Financial Management:** In the afternoon session students will learn about budgeting for large scale projects, with Heather using real world case studies and her experience.



Heather is a successful businesswoman and entrepreneur, who has managed large teams of people and budgets totaling millions of pounds for organizations. She is an expert in Human Resources, financial management, and marketing. Since retiring she has launched her own business and is a prominent business lecture at many famous UK company training sessions.

After an academic day studying financial and human resource management, students will be able to relax with some British culture in the evening as they explore the world-famous British Museum. The British Museum is home to famous artefacts such as the Rosetta Stone and Yonger Memnon. Students will be able to use their photography skills to take beautiful photos of the artefacts and be introduced to the museum by our local guide.



Rosetta Stone

Yonger Memnon



## DAILY OVERVIEW DAY 3





# Business in Action

Students will see the transformation of the Millennium Dome into the 02 Arena, exploring how real-world businesses can alter function. This practical lesson continues as a Fortune 500 senior leader gives a career talk to students in the afternoon, about the realities of working in the Business world



In the morning, we will visit the famous 02 arena, where students will take part in the 'Climb the 02' experience to see beautiful views of London before completing a business exercise, led by our business expert Mark Walker, designed in partnership with the 02 arena.



In the afternoon students will have a special guest lecture from an experienced employee in a Fortune 500 company. The class will be a seminar, with students introduced to the realities of working in business, and able to ask questions.

# DAILY OVERVIEW DAY 4

# TATE



In the evening students will visit the famous Tate Britain, home to British Art dating back to the Tudor era, including work by Turner & Blake. Students will be able to see a variety of European art, which is often quirkier and more unique than that on display at other galleries in London.



# BUSINESS VISIT

Today we continue our exploration of real world business as we visit the factory of 'Fashion Enter,' to explore how the international business works. We will have both a factory visit, and a specially organized workshop by their management team.



## Morning

In the morning and early afternoon students will visit 'Fashion Enter' for an exclusive tour and workshop. This will explore technology in the digital world, as well as the realities of costing in manufacturing. Students will combine both the factory tour and the academic content of the workshop to understand the connections between academic theory and business reality.

# FASHION ENTER



## Afternoon

In the afternoon students will have a special guest lecture, exploring Business Management, detailing the techniques used by big businesses to ensure success, and the academic theories of how to succeed in business planning.

# DAILY OVERVIEW DAY 5



# DAILY OVERVIEW

## DAY 6



### Project Management Lecture

Our afternoon lecture is on the topic of project management and management consultancy. Our guest lecturer will introduce working in the two areas, detailing the skills needed, the recruitment process, and introducing the big companies involved in this area. Isobel will outline a day in the life working in these two areas, as well as explaining what these jobs involve, with real-world case studies to help students understand this area that is an in-demand area for graduates from elite universities.

### Museum of Brands Workshop: Customer Profiling

In the morning, students will visit the Museum of Brands, where our partners at the museum will run a workshop on customer profiling. This will help students understand how big data is used in analyzing customer trends and identifying potential target customers to buy their products. For students who are interested in studying either Marketing or Data Analysis this is a good introductory lecture given by professionals from the museum's team.

Students will also visit the museum and explore the history of branding, seeing how marketing techniques and strategies have changed over time, and learning how big businesses use marketing strategies to attract customers.

### Isobel Walker



Isobel is a rapidly rising young businesswoman, who started her career as a Junior Manager at PwC, and now works for Accenture as a Program and Project Management Deployment Lead. She also volunteers as a mentor to disadvantaged British children who are interested in business. She brings her experience of having worked for two Fortune 500 companies to students.



**Tate Modern**



**Museum of Brands**



# CAMBRIDGE UNIVERSITY

Cambridge university is one of the top universities in the world, and a beautiful small city in the UK. Today our expert local guide will introduce the city and the history of the university to students, helping us see where famous graduates such as Issac Newton studied, and introducing the local culture.

## DAILY OVERVIEW Day 7



UNIVERSITY OF  
CAMBRIDGE



### College tour & punting

Students will first take part in a walking tour of Cambridge university, gaining understanding of the college system of the university and its history, before taking part in the traditional recreational activity of punting on the river.





# OXFORD UNIVERSITY

Oxford university is the oldest continuously running university in the Western world, dating its history back to 1101. It is a traditional university, with many different colleges making up the university. Most British Prime Ministers and leaders are graduates of Oxford University, and it is easily the most famous university in the Western World.



In the morning students will visit the famous BMW-Mini factory in Oxford for a special guided tour of the factory. This will help students understand the manufacturing process, and how such a large global business uses strategies such as 'Just in Time' to maximize profits. Students will be accompanied by our expert team at all times, as the guided tour is led by BMW Mini expert employees.

In the afternoon our expert local team, including local Oxford graduates will guide the students around the city, giving students an insider's guide to life as an Oxford student. Students will also visit the famous Balliol college (used in Harry Potter and the Chamber of Secrets).

MINI

## DAILY OVERVIEW

### Day 8



UNIVERSITY OF  
OXFORD





# Lecturer: Benji Johnson

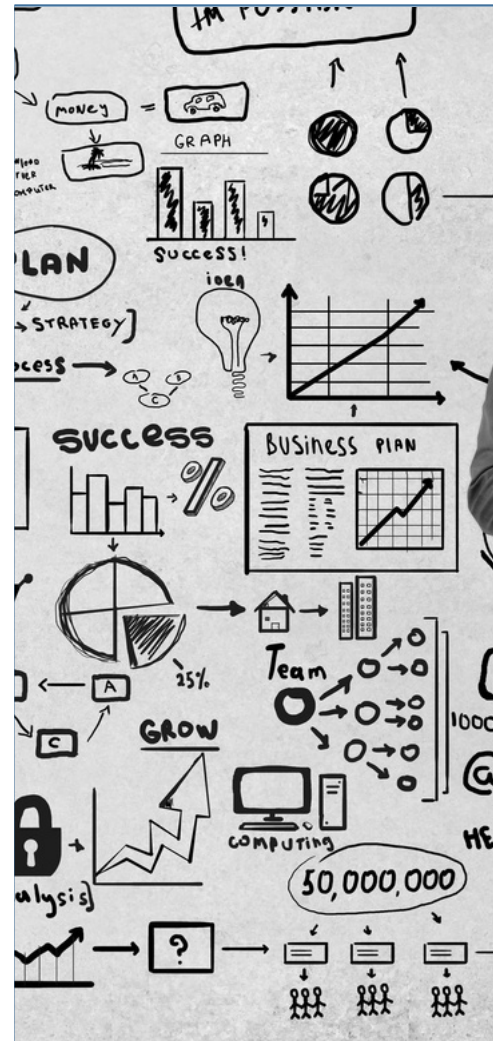
Benji Johnson is an Oxford graduate. He has previously taught Finance & Business Law at the South China University of Technology, as well as having worked for the wealth management company, Univisa.

# DAILY OVERVIEW

## DAY 9



Factory  
Simulation



Writing a  
Business Plan



Trafalgar Square  
Visit



National Art  
Gallery

### Morning:

In the morning, retired FTSE 100 Business Senior Leader and ICE in-house expert, Mark, will lead students through a factory simulation exercise, helping students understand supply chain management, and cost control.

### Afternoon:

After lunch Benji Johnson will guide students in how to write a business plan, and introduce their task for the next day, explaining what a 'Dragon's Den' pitch is, and discuss the challenges of attracting investment for business projects.

### Evening:

As the sunsets we will be at Trafalgar Square, named after a famous 19th century naval victory, before visiting the famous collection at the National Art Gallery.



# DAILY OVERVIEW

## DAY 10



In the morning, Benji will be on hand to help groups as they put the final touches to their business pitches ready to present to our panel of judges. Students will be expected to prepare a SWOT analysis, cash flow projections, and have a clear understanding of their target customer, combining their knowledge from our trip.



After lunch it is time for our Dragon's Den pitch as each group of students pitch their business plan to our team of expert judges, with a special prize for the winning team. Students will have 30 minutes to present their business idea and be expected to be able to answer questions from potential investors.



In the late afternoon we celebrate the end of our presentations with our trip to the London Eye. This adventure gives students beautiful views of London and allows them to explore the South Bank of the River Thames as they have some well-earned time to relax.





# Harry Potter



## DAILY OVERVIEW Day 11

For our final day we will visit Warner Brother Studios where the magic of the Harry Potter film series is brought to life. Students will be able to explore the special effects used to create famous movies, as well as explore some of the original sets used in the filming of the world-famous Harry Potter movies.

In the evening, students will have one final chance to explore London, before saying goodbye to the city.



Students are accompanied back to China by our bilingual speaking Chinese team, who will help them check in at the airport, and accompany them on the flight.



This morning we enjoy one last breakfast together, having a Full English Breakfast to remember before our coach picks us up to head to Heathrow airport, and check in for our return trip to China.

# CERTIFICATE

At breakfast students will receive their certificates from our UK expert team, to commemorate their achievements.



**DAILY  
OVERVIEW  
DAY 12**





# JOIN US

For our 2024 Business Explorer



Price 53,000 RMB

Registration Deadline: 31st March 2024

[www.lucky-bay.com](http://www.lucky-bay.com)