



# THE MASTERS

Insight into management  
Travel to England

# 2021



 Oxford International  
Education Group

 BRITISH  
COUNCIL

 BEOWorld  
MAKE YOUR DREAMS COME TRUE



---

## CONTENTS

Insight into Management .....	3
The Programme .....	6
Competition Stages .....	11
The Judges .....	12
Excursions.....	14
Accommodation.....	16
Joining The Masters .....	22
Why The Masters.....	28
Contact Us.....	39

---

## INSIGHT INTO MANAGEMENT

The Masters is a unique international entrepreneurial competition exclusively for students aged between 16 and 18 years who are currently attending high school and are not native English speakers. This high-profile event is designed and organised by the Oxford International Education Group (OIEG).

With over 25 years of experience as a leading independent education provider, OIEG offers a wide range of study programmes for students across the world. Schools are invited to participate with a team of high school students to take part in an innovative international competition.

The competition tasks students with creating, designing and developing a product, which they will then pitch to The Angels, who will decide the winner.

The programme's main objective is to foster a new generation of young problem solving business leaders and entrepreneurs focused not only on creating products, but on the connections between business and the wider world.



---

## THE ANGEL INVESTORS

Angels are generally successful businessmen and women that have an interest in new businesses that goes beyond monetary gain; their aim is to help fuel progress and innovation all over the world.



---

## INTERNATIONAL EXPERIENCE



**Every year we aim to involve new countries in our programmes. The participation of a variety of countries allows students to come into contact with a wide range of cultures and individuals with whom they can share this incredible experience, exchange ideas, speak about their countries and ultimately become lifelong friends.**

In 2012 The Masters programme began with Mexico, Venezuela and Costa Rica. Today we are proud to say that we have participants from Mexico, Venezuela, Costa Rica, Honduras, Portugal, Uruguay, El Salvador, Peru, Ecuador, Panama, Colombia, Guatemala, Brazil, Sweden, Italy, Spain, Chile, Paraguay, Puerto Rico and Argentina.

---

# THE PROGRAMME

**Develop Business English fluency, fire the creative imagination, and build real business knowledge - in a traditional British boarding school setting.**

The Masters is a challenging two-week residential business course for ambitious students, taking place every year at Easter. Ideal for students interested in becoming global business leaders, the course is modelled on Ivy League / Oxbridge MBA programmes.

Students will have the opportunity to visit businesses of international repute. Outside of the rigorous academic experience, students

are provided with state of the art facilities for extra-curricular activities.

To go with the state of the art extra-curricular facilities, students are taken on two full day excursions to discover the many wonders the world famous city of London has to offer and a further day to Oxford or Cambridge to visit one of the world's oldest and most prestigious universities.



## **OVER THE YEARS, COMPANY VISITS HAVE INCLUDED:**

Lotus, Mini Cooper, Wimbledon and Financial District Tour in London



---

## THE CHALLENGE

From Day One, schools teams are challenged to develop a comprehensive business plan for a specific product or service, and, after 13 days of design and development, give a 10 to 15 minute pitch to a panel of entrepreneurs and angel investors.

Along the way, students are encouraged to enhance their strategic and communication skills as well as their understanding of business development and their ability to work in a team under time pressure.



# THE BUSINESS COURSE

Students learn the principles of financing, marketing and development – and apply them to their own business ideas.

## BUSINESS LECTURES

Our morning session introduces students to key principles and concepts that will help them gain a holistic and systematic understanding of the business world. Each day, students will look at a different area of business theory and practice – first in general terms, and then more specifically in relation to their team’s business plan.

Lecturers are carefully chosen for their background in business, and will give advice on how students should tackle each area of their project as well as how to present the final pitch.

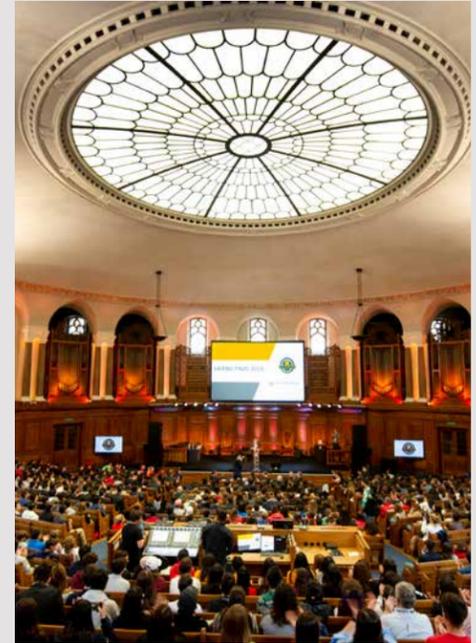
### Modules Include:

- Introduction to Business
- Company Branding
- Market Research and Product Placement
- Market Research - Competitor Analysis
- Finance
- Website Design
- Pitching an Idea



# PROJECT DEVELOPMENT

Schools work together as a team to create their vision for the business, develop a coherent strategy, produce a business plan, and prepare for the final pitch at the end of the programme.



## THE STRATEGY

The business strategy provides a roadmap for the company. It reveals the unifying theme, vision and story of the brand and also clearly positions the company and product in the target market, paying close attention to competition.



## THE BUSINESS PLAN

The business plan brings together the different elements required for the product strategy. Although teams will not be judged on the business plan itself, a detailed business plan will ensure that the team considers all the necessary elements of their company.



## THE FINAL PITCH

The ultimate aim of the final pitch is to convince the judges that the idea being presented is not only viable, but also one that they would hypothetically be prepared to risk investing in.

As part of the business lectures, students will also learn communication strategies to convey their idea in the best possible way – using eye contact, tone of voice, ability to convey with conviction and confidence, and gestures for emphasis.

# MYSTERY CHALLENGE

Will give students a chance to mix with and get to know students from other teams and compete together for a special prize. The Mystery Challenge drives the students out of their comfort zone and trains their ability to develop personal relationships, mix with members of different cultures, improvise and work towards a common goal.



# COMPETITION STAGES

Which school will be given the ultimate prize of Masters Champions?

Once students have developed their innovative new business idea and produced a detailed business plan they will compete in groups from which the top teams will qualify for the Semi-Final.

At the Semi-Final stage students will refine their business pitch in front of a panel of business specialists to determine who will qualify for the Grand Final.

The top teams will then qualify for the Grand Final when they will make a final pitch to a panel of Business Investors.



## GROUP ROUND

All school teams compete in groups to impress the judges with their business proposals



## SEMI-FINAL

The top teams from each group qualify for the Semi-Final, when they will have an opportunity to refine their pitch to a panel of business judges



## GRAND FINAL

The winner of each group makes their pitch to the expert jury



## WINNERS

The winning team is crowned **Masters Champions!**

## THE JUDGES

Expert judges are chosen from among the successful entrepreneurs and businesspeople who are invited to deliver presentations to our students. Past judges have included:

**Philipp Baddley** Management consultant and angel investor

**Evelyn Barreto** Diplomat, Mexican Embassy

**Robert Darell** Co-Founder Oxford International

**Roy Rainbird** Chief Editor Asia Desk, Reuters

**Chris Spanoudakis** Corporate Financier, formerly Director of Mergers and Acquisitions KPMG

**Xenia Walters** CFO Nigel Frank International, formerly CFO Into University Partnerships, Regus

**Rory Wilkinson** International Education Expert, Chairman, Bucksmore Education

**Ian Wharton** Creative Director AKQA, award winning software and app developer and author of Spark for the Fire: How youthful Thinking Unlocks Creativity

## JUDGING THE ENTRIES

1. **Company branding and mission:** this encompasses the vision, story and creativity necessary for building a great business idea
2. **Product design:** the product must embody good design principles and be well suited for its market.
3. **Finance:** the numbers must add up!
4. **Marketing plan:** groups must show an awareness of how to communicate their idea or product to their potential customer base.



## AWARDS

### FOR THE SCHOOL:

Alongside international recognition for the school, and the personal growth of each student, every school will receive a plaque of participation. The runners up and the winning school will receive special trophies to commemorate their success.

### FOR THE STUDENTS:

All students receive a medal and certificate of participation.



# EXCURSIONS

- Full day excursion to Cambridge or Oxford including entry to the world renowned King's College or Christ Church College (depending on the campus)
- Two full day excursions to London which include the Politics and Royalty walking tour (Trafalgar Square, Downing Street, the Houses of Parliament, Westminster Abbey, Buckingham Palace, The Mall, St James' Park and Piccadilly Circus)
- Visits to the British Museum, Natural History Museum or the National Gallery
- Shopping in London - Oxford Street, Regent Street and Covent Garden
- Guided visits to top enterprises



## DESTINATIONS

London, Oxford or Cambridge



## LONDON ATTRACTIONS

City of London (London's financial hub) / Houses of Parliament / West End Theatre production / Bank of England Museum / Big Ben / Tower Bridge / The Tower of London / Piccadilly Circus

# ACCOMMODATION

The accommodation is located approximately 90 minutes from Central London, the South Coast of England and the International Airports

## CHRIST'S HOSPITAL SCHOOL

From the moment you arrive you'll see that Christ's Hospital is a very special place.

As well as sweeping sports fields, there are a range of architecturally beautiful buildings designed in part by Sir Christopher Wren, the architect of St Paul's Cathedral.



Outstanding historic dining hall that has an incredible likeness to the dining hall at Hogwarts in Harry Potter



Purpose-built replica of Shakespeare's Globe theatre for performances



Student common areas have satellite TV and DVD access



Sports facilities include over 100 acres of grounds with tennis courts, football pitches and a swimming pool



### ACCOMMODATION

Students will stay in double or quadruple rooms



### GETTING THERE

Heathrow (LHR): 1 hour  
Gatwick (LGW): 30 min  
Stansted (STN): 2 hours

# SOCIAL ACTIVITIES AND SPORTS



As an important part of The Masters programme, we provide recreational activities on the campus in which students can live, interact and share experiences with students from other schools and countries.

These activities will also help students practice and develop their English language skills in an authentic British environment.

Some of the activities that students will participate in on campus are:

- International night
- Disco night
- Sports activities
- Talent Show
- Quiz Night

# SAMPLE ITINERARY

	MORNING 09:00 - 12:30	AFTERNOON 14:00 - 17:30	EVENING 20:00 - 22:00
<b>THU</b>	Arrivals and registrations	Arrivals and registrations	Ice-Breaker Activity
<b>FRI</b>	Full day to Oxford	Entrance to a University College	Opening Ceremony
<b>SAT</b>	Input Session	Project Development	Welcome Disco
<b>SUN</b>	Input Session	Project Development	Business Lecture
<b>MON</b>	Extended Full day excursion to London	Extended Full day excursion to London	Extended Full day excursion to London
<b>TUE</b>	Input Session	Project Development	International Night
<b>WED</b>	Business Visit	Visit to local town/city	Evening Project Development Session
<b>THU</b>	Input Session	Project Development	Mixed Team Mystery Challenge
<b>FRI</b>	Input Session	Project Development	Submission of Business Plan by 19:00 and Talent Show Part 2
<b>SAT</b>	Project Development - Final Presentation Practice	Qualifying Round	Mystery Academic Challenge
<b>SUN</b>	Semi Finals 09:00 - 12:00	Semi Finals 13:00 - 16:00	Closing Ceremony and Farewell Disco
<b>MON</b>	Grand Final	Extended Full day excursion to London	Extended Full day excursion to London
<b>TUE</b>	Departures	Departures	Departures

# JOINING THE MASTERS



## WHY BOOK YOUR FLIGHTS WITH THE MASTERS?

- The Masters will endeavour to find the most convenient flights for your school at the best price
- The whole school will be booked on the same flight with the teacher
- All flights depart from Mexico City. If you require a different option please contact your adviser
- If name changes are necessary, they will be received up to 60 days prior to departure
- OIEG staff will be at the airport to receive groups when flights arrive and take the students straight to their accommodation



## FLIGHT RESERVATION PROCEDURES

- If you choose to book your flights with a travel agency instead of through your Masters representative, we will not be able to offer the benefits listed above. It's important to note we will NOT be able to offer the free ticket for the teacher. However, we will provide assistance wherever we can
  - We recommend that if the school does choose to book their own flights, that you begin dealing with your chosen agency as soon as possible, as the process can be long and complicated
- \*As soon as you receive your school's acceptance for The Masters, you may immediately proceed with travel planning and booking.
- \*Please be aware that for this procedure you must be careful in order to avoid mistakes that sometimes cannot be corrected.



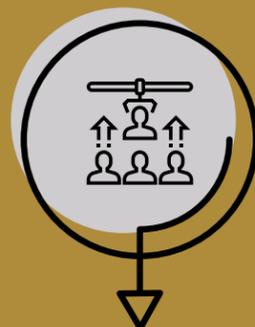
1. INTERVIEW WITH A BEO WORLD REPRESENTATIVE



2. REGISTRATION ONLINE



3. CONGRATULATIONS!



4. SELECTION OF STUDENTS



5. FIRST MEETING



6. STUDENT ENROLMENT AND SUBMISSION OF INFORMATION

# PROGRAMME PRICE

## 1 teacher travels free with the group

For a second teacher to travel free the group must be comprised of 19 students, in the case that the group is less than 19 a proportional fee will be offered to the second teacher.

The cancellation fee is a mandatory payment. It is a guarantee for parents which allows them to recover money they have invested in the programme if their child cannot attend the trip.

## ALL INCLUSIVE

The programme will take place during Easter 2021 and includes all of the following:

- The Masters enrolment fee
- Materials and certificate of participation
- Housing in beautiful boarding schools

- 3 meals a day in England
- Hotel and breakfast in Paris
- All ground transportation
- 100% Medical insurance
- All related taxes
- Entrance to museums

## SMART STAC

The SMART STAC assistance card is designed to ensure the maximum enjoyment of the travel experience for both the students and accompanying teacher, while at the same time reassuring students' parents and school faculty members back home. Everyone can rest assured that the students and teachers are being assisted and supported at all times in the unlikely event of ANY unforeseen complications for example, with flight delays and other inconveniences.

The SMART STAC assistance team will provide support to the traveller from day one until the end of the trip. If, for whatever reason, complications occur upon your return SMART STAC is with you to ensure all of your needs are met. (Covers accommodation and meals for each day you are delayed).

NOTE: Please ask about prices and conditions for your country.

# PAYMENT OPTIONS

\*NOTE: Please ask about options available to your country

Europe, Asia, Central and South America countries, please consult with your adviser about our different payment options through Paypal, credit card and international transfers

## 1ST OPTION

### DEPOSIT BANAMEX BANK

You will receive a school reference number with which you will be able to make your payments to Banamex Bank.

## 2ND OPTION

### INTERNATIONAL TRANSFERS.

(DOLLARS ACCOUNT)

**BENEFICIARY:** BEO Education and Travel SA de CV  
**BANAMEX BANK**  
**ACCOUNT No:** 9001934  
**SORT CODE:** 4116  
**IBAN No:** 002180411690019345  
**SWIFT CODE:** BNMXXMM

## 3RD OPTION

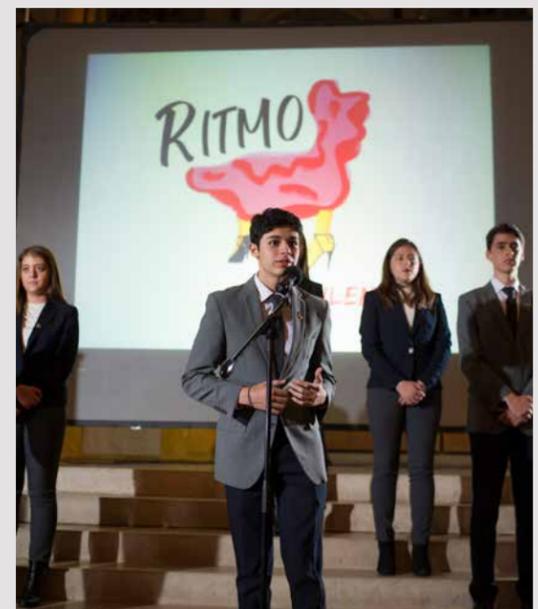
### ACCOUNT TRANSFER TO LONDON

**BENEFICIARY:** Oxford International Education Group  
Natwest Bank. 2 Greenwich Church Street, London, SE109BQ, England  
**ACCOUNT NO:** 73672157  
**SORT CODE:** 600916  
**IBAN NO:** GB76 NWBK 60091 67367 2157  
**SWIFT CODE:** NWBK GB 2L

## 4TH OPTION

### CREDIT CARD

VISA, MASTER CARD OR AMERICAN EXPRESS.



# WHY THE MASTERS?

Governments and ministers of education around the world are turning their focus to equipping new generations with skills that will not be easily automated and replicated by ever increasingly sophisticated algorithms.

A 2013 study by Oxford University concluded that in the near future the most valuable skills will require social and creative intelligence. This makes The Masters the perfect programme to ensure that your children and students emerge from their education ready to contribute, thrive in and dominate the global economy.



Students gain an overall insight into business administration, management, investment and the global economy, as well as experience of a real business. They will benefit from careers advice from our guests entrepreneur speakers and judges



Students will be helped to improve their English fluency and formal writing skills in a business context. Public speaking and presentation skills will also be sharpened as they prepare for the final pitch



Students experience British culture and history through living in a boarding school setting and visiting some of the UK's best sights and attractions



Team members develop their entrepreneurial, creative and design skills as they work through the development process and help guide a project



Competitors will interact and network with other future entrepreneurs as they meet fellow students from other countries and cultures



Teachers will also get the chance to share knowledge with educators from other schools and hear about their experiences.

# ADDITIONAL EXCURSIONS

## PRAGUE

Nicknamed the “City of a Hundred Spires”, the capital of the Czech Republic has a history that dates back over 1100 years. Prague boasts some of the most pristine and varied architecture in the world, from the Gothic and Baroque of its Castle and Old Town Square, to the Neoclassical and ultra-modern of its many museums and galleries. A favourite location for film directors and historians alike, Prague provides a cultural experience like no other.



## VIENNA

Dominated by the stunning Baroque architecture of its Museum Quarter, the capital city of Austria is emblematic of the wealth and splendour of the Hapsburg monarchy. Nicknamed the “City of Music”, Vienna has served as inspiration for some of the greatest musical masters of our time, including Mozart and Haydn, and remains the final resting place of the composer Ludwig Van Beethoven. Home to a rich variety of theatres, opera houses and museums, there is no shortage of attractions to see in this truly picturesque city.



## MUNICH

One of the fastest-growing and most prosperous cities in the world, Munich is a European centre of art, culture and technological innovation. The city's many museums and royal avenues celebrate the proud traditions and history of Bavaria, and its theatres and opera houses have produced some of the greatest composers of our time, including Wagner and Strauss. Imperial residences, opulent gardens and rich local delicacies – Munich is a city that delights all senses.



# CULTURAL TOUR

Complementing the Master's goal of immersing yourself in the international environment, we will take you to a city which is home to the most important cultural and historical places in the area.

The cultural tour consists of four days, and destinations can vary year by year as we always seek to improve the experience of students and thus provide a unique academic and cultural opportunity.

## CULTURAL TOUR INCLUDES:

- 3-star hotel accommodation
- Breakfast
- Academic, cultural or tourist excursions
- Travel coordinators
- Public or private transportation

In previous years the cultural tour has been carried out in: THE NORTH OF ENGLAND, PARIS and LONDON.





# WINNERS

1

2019

1st place: Colegio Everest, Chile

# PREVIOUS WINNERS



2

2018

**1st place:** Instituto Mexicano Regina, México.



3

2017

**1st place:** Colegio San Nicolás de Myra, Chile



4

2016

**1st place:** Prepa Tec de Monterrey, Campus Guadalajara, México



5

2015

**1st place:** FOUR C, Brazil



6

2014

**1st place:** Gimnasio Los Caobos, Colombia



7

2013

**1st place:** Centro Escolar Triana, Aguascalientes, Mexico



# STUDENT AMBASSADORS

by BEO World  
MAKE YOUR DREAMS COME TRUE

## GENERACIÓN 2020



Aimee Andrea Caro Ceci Christoph Claudia



Dante Deysi Diego Diogo Gladys Isa Martin



Javi B Javier Juan Juanes Julia Julian



Lau Manu Marcos Mariana Mateo Mau



Mauro Miriana Moni Natalie Ori Pato



Paula Pepe Prince Priscila Santi Sara



Sebastián Sofia Tomas Vane

## “LEAD, COMMIT AND INSPIRE”

### WHAT IS A STUDENT AMBASSADOR?

Being an Ambassador is a privilege for former BEO World participants. You not only continue to be a fully-involved member of the BEO World family, but there are plenty of other benefits that come with it as well!

As an ETG Student Ambassador you will represent Education and Travel Group and its programmes, visit the schools in your area and be a spokesperson for the experience you lived in England.

Many participants have asked us: “How can I become a member of the BEO World STAFF?”

**This is the perfect opportunity, as the selected Ambassadors will:**

- Receive an English language certification
- Receive a recommendation letter from the BEO World Mexico Office for their time as an intern

**And, most excitingly, depending on your sales results they will be eligible to:**

### TRAVEL TO ENGLAND AS A TRAINEE.

- Develop communication and leadership skills
- Develop a professional opportunity to start a career with us

### REQUIREMENTS:

- Minimum age of 17 when submitting the application and maximum 21
- Must be available for Student Ambassador duties for a minimum of 8 hours during the week (Monday-Friday)
- Must be available to attend school visits and talks (public speaking)
- Minimum of B1 level in English

If you meet all the requirements above, please send us an email asking for our Digital Application Form. Please include the following personal information in the email: your full name, age, the school you participated with, year and programme attended, state and country you are from.

Please send your information to the following e-mail: [ambassadors@beoeducation.co.uk](mailto:ambassadors@beoeducation.co.uk)

# WHAT IS GEAR?



**GEAR is a digital English learning platform designed according to the Common European Framework of Reference for Languages (CEFR).**

Its levels are designed for all language learners, from absolute beginners (Pre-A1) to advanced users (C1). It aims to strengthen the students' English language skills while focusing on two main principles: Education & Entertainment.

The platform builds a strong foundation by improving the users' receptive skills:

**Use of English, Listening, Reading.**

## How does it work?

1. The platform is the world, which each student tries to conquer by completing English exercises.
2. The students attempt to conquer various countries around the world by answering questions around a language point assigned by the teacher.
3. Based on the number of points obtained by answering correctly, the students will conquer the country and can move onto the next.
4. The students have access to a control panel from which they can see the map of the world, the countries they have already conquered and the ones that are left.

## Benefits

- It adapts to the curriculum, calendar and dates of each teacher throughout the school year
- The students learn, practise and improve their English language skills, which will benefit them when taking any certification based on the CEFR
- Game-based elements that are proven to lead to stronger motivation and higher achievement when it comes to learning
- Comprehensive teacher report on the students' skills development, both by group / class and individually
- Quarterly reports based on the skills that need to be improved, with suggestions from current international ESL practices

## DIGITAL STRUCTURE:

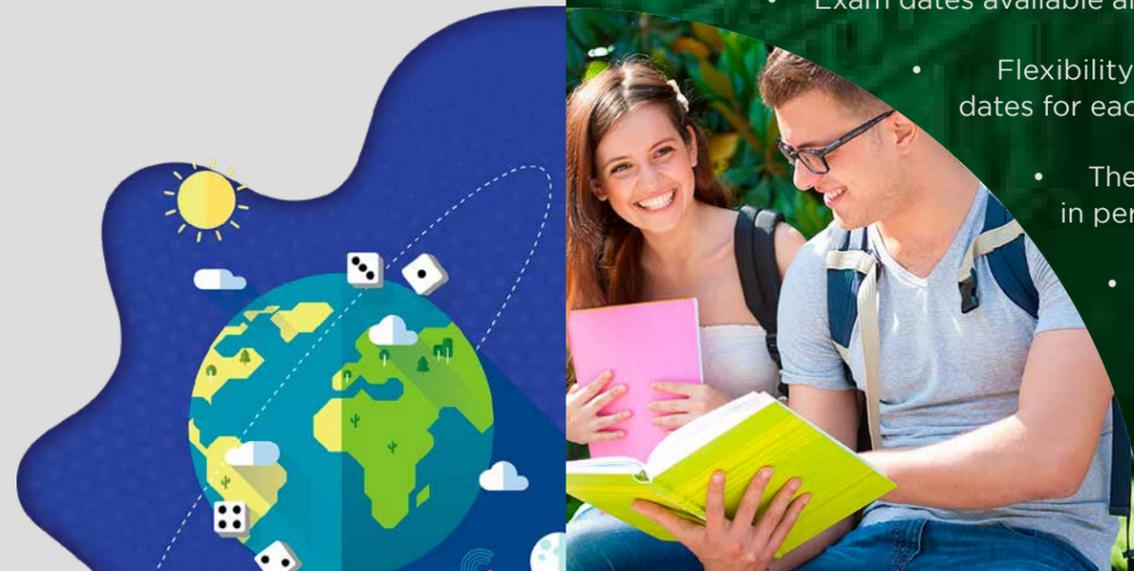
6 LEVELS



100 BLOCKS



2,500 EXERCISES  
PER USER



# THE OXFORD TUTORIAL COLLEGE CERTIFICATE



What is The Oxford Tutorial College Certificate?

Our certification is present in over 20 countries.

Digital certification based on the Common European Framework of Reference for Languages (CEFR), with levels ranging from A1 to C2. It assesses all the five main English language skills:

## THE OXFORD TCC PROCESS

It consists of three evaluations:

- **Use of English**
- **Listening**
- **Writing**
- **Reading**
- **Speaking**
- **DIAGNOSTIC: Detects the candidate's level according to the CEFR.**
- **MOCK: Tests the level the candidate achieved in the Diagnostic and provides further exam practice.**
- **CERTIFICATION: Certifies the English level of the candidate according to the CEFR.**

## Competitive advantages

- Digital results sent over email one week after the candidate presents each of the exams
- Physical certificates delivered three weeks after the Certification exam is carried out
- The entire process takes place on school premises
- Exam dates available all year long
- Flexibility in the application dates; the school chooses the application dates for each of the exams
- The speaking assessment is carried out by native English examiners, in person or by video conference, on the school premises
- Affordable cost

# COMPETE FOR YOUR SCHOOL IN ENGLAND

## HEADQUARTERS IN LATIN AMERICA:

### Office in Mexico

Av. Santa Fe # 505 Nivel 8 Int. 801 Col.  
Cruz Manca. Cuajimalpa de Morelos 05349  
Tel: +52 (55) 4336 0982  
Contact: Enrique Govea  
E-mail: [enrique@beoeducation.co.uk](mailto:enrique@beoeducation.co.uk)

## HEADQUARTERS IN EUROPE:

### Office in London

259 Greenwich High Road. Greenwich,  
London SE108NB  
Tel: +44 20 8293 1188  
Contact: Gary Palmer  
E-mail: [gpalmer@oxfordinternational.com](mailto:gpalmer@oxfordinternational.com)

## CONTACT IN CENTRAL AND SOUTH AMERICA:

Contact: Kathleen Cobo Bende  
Cel: (+52) 1 55 1954 8934  
E-mail: [kathleen@beoeducation.co.uk](mailto:kathleen@beoeducation.co.uk)

## CONTACT IN BRAZIL:

Contact: Liliana Álvarez Flórez  
Cel: (+52) 1 55 1197 0797  
E-mail: [liliana@beoeducation.co.uk](mailto:liliana@beoeducation.co.uk)

## CONTACT IN SPAIN & NORTH AFRICA

Contact: Fernando Cardona Salvador  
Cel: (+52) 1 55 5106 0424  
E-mail: [fernando@beoeducation.co.uk](mailto:fernando@beoeducation.co.uk)

## CONTACT IN CENTRAL & EASTERN EUROPE:

Contact: Enrique Govea Obregón  
Cel: (+52) 1 55 3796 8601  
E-mail: [enrique@beoeducation.co.uk](mailto:enrique@beoeducation.co.uk)

## CONTACT IN ASIA & MIDDLE EAST

Contact: Enrique Govea Obregón  
Cel: (+52) 1 55 3796 8601  
E-mail: [enrique@beoeducation.co.uk](mailto:enrique@beoeducation.co.uk)

