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YORK  
ST JOHN  
UNIVERSITY

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York  
Business  
School

# Cadet Forces Business and Enterprise Study Weekend



Saturday 5 to Sunday 6 July 2025

Honorary Colonel of HSY ACF Simon Banks-Cooper and RFCA YH in partnership with York Business School at York St John University are thrilled to offer the Cadet Forces Business and Enterprise Study Weekend. This unique learning and development weekend is a fantastic chance to find out what it is like to study at a leading Business School and develop your own business.

## ACTIVITIES

### Expert industry talks

Hear from industry experts on what key knowledge and skills are needed in industry.

Build on this by applying your understanding with leading academics.

### Perfect your pitching

Work in groups 'Dragons Den' style to develop and pitch a business idea for the UNESCO Media, City of York.

### Gain university credit

Every participant who takes part in and passes the pitch presentation will be eligible for a one grade discount on our standard offers for undergraduate courses at York Business School.

## LEARN ABOUT...

### Business Development

Start up idea generation, business development, internal business analysis, external environmental analysis.

### Marketing

Digital marketing and SEO, social media planning, understanding customers, the 4 P's of marketing success.

### Accountancy

Environmental responsibilities, governance considerations, ethical and legal practices, how to get your business off the ground.

### Developing income streams

Funding options, investment opportunities, managing your expenses, preparing and pitching to investors.

ALL 15+ WELCOME

Contact your unit leader to reserve your space

