

Globe Business College Munich



Little did fifth-year student Sophie Newell know that, when she was called in to her Guidance Counsellor's office one afternoon, she would be offered a life-changing opportunity.

At the time a student at Alexandra College in Dublin, Sophie was told by her counsellor Mary Earlie that she had won the Golden Ticket: a one-day introductory business and marketing workshop in Dublin, offered by Globe Business College Munich.

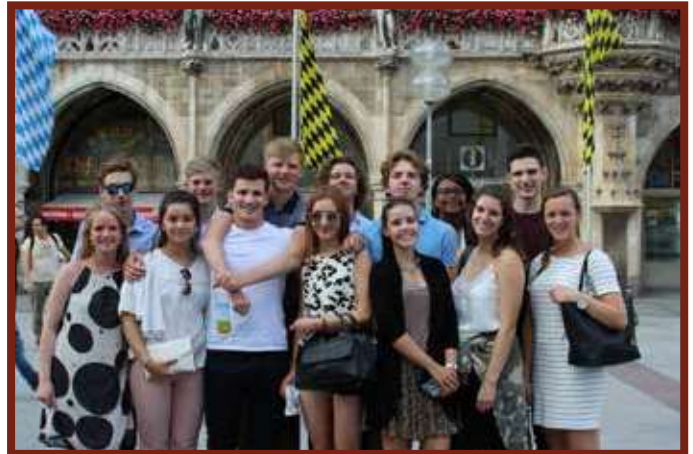
She was excited and a bit nervous. "I didn't know what to expect," she says. "I'd never done presentations before." But she soon got into the thick of it. "It was very hands on. We were put in teams, each person assigned a different role." By the end of the day, they had come up with marketing strategies that they presented formally to the workshop judges. The experience was immersive, exhilarating and transformative.

Inspired by her positive experience at the Golden Ticket workshop, Sophie signed up for Globe College's Navigator Summer Business School in Munich. She remembers watching her school friends go off on their holidays and wondering, "What have I signed up for?"

"But," she continues, "it was the highlight of my summer. Like Dragons' Den, like the Golden Ticket workshop, but spread out over a week." During the weeklong programme, students are coached in marketing techniques, which they then speedily put into practice. Participants are placed with and mentored by real companies to develop strategies. This helped Sophie learn that business was "all about networking, making connections". Each day of the programme she met with experts in different fields. At the end of the week, students had to present their strategy formally, "in suits", to company executives. "It's essentially training us to run our own company one day," she says. "It was amazing."

A year later, after finishing school, Sophie enrolled at university to study economics, hoping to combine her passion for fashion with a business role in the industry. Yet she found the impersonal university environment alienating. So when Globe College contacted her and asked her if she'd be interested in taking part in their Elite leadership workshop, she jumped at the chance. The programme trains its participants to mentor the students participating in the Golden Ticket workshop, so Sophie experienced the joy of a reunion with Globe College in a new role. "We were using our experience to help them," she explains. "We got some personal coaching, then we had to figure it out for ourselves and do a presentation." She and her parents were so impressed with the college that she has since transferred there and started as a full-time business student this autumn on the QQI BA (Hons) in Business Studies programme, which is run in partnership with Griffith College Dublin.

"I absolutely love it!" Sophie enthuses. She appreciates the personal attention and the close community of Globe College, where not only the students but also their families, who are business owners, get involved in the programme. The college's Irish ethos – through its dean and founder, Dr Susan Walsh – focuses awareness on the importance of networking and relationship based, people centred education. "Her Irish background definitely helps with the community aspect," Sophie says. "I know they put everything they have into our education."



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Golden Ticket workshops will take place in Munich on the following dates. Counsellors are welcome to send individuals or bring groups of transition year or pre/final year students (contact Rachel Sullivan or Jane Costley at relationshipmanager@globe-college.com for details):

12-14 October 2018, 7-9 December 2018, 25-27 January 2019, 8-10 March 2019
<https://globe-college.com/goldenticket/>

Navigator Summer Business School takes place: 7-12 July 2019
<https://globe-college.com/navigator-summer-business-school/>