



**Ecole Internationale de Genève
International School of Geneva**



***A Focus on Careers
in Business and
Creative Industries***

September 2015



The International Baccalaureate Career-related Programme (IBCP)

Campus des Nations

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A new post-16 Programme offered by the International School of Geneva at the Campus des Nations from September 2013

What is the IBCP?

As its name indicates, the IBCP is an International Baccalaureate Certificate intended for students who are keen to develop their career opportunities in particular fields. Students entering year 12 in September 2013 at the Campus des Nations have the opportunity to sign up for specific career studies in business or the creative industries.

The IBCP has three components:

- IB Diploma Programme courses;
- a professional qualification;
- the IBCP core.

The core includes community and service, an Approaches To Learning (ATL) course, language development and a reflective project blended together to enhance individual critical thinking and intercultural understanding. Combined, these elements help students develop the communication and personal skills necessary for success. Surrounding the IBCP core is the requirement of a minimum of two IB Diploma Programme courses. The core bridges the rigorous requirements of the IB Diploma courses and the targeted career-related studies chosen by the student. At the Campus des Nations, students will be able to choose between a BTEC level 3 diploma in business or the same qualification art and design. We also expect students to participate in value added elements of a career-related course of study such as work experience.

Why the IBCP at Ecolint?

Students at the International School of Geneva are part of the most diverse student body in the world. We want our students to have the freedom to choose paths which suit their interests and talents and which prepare them for the future of their dreams. The introduction of the IBCP at Campus des



Nations alongside the IB Diploma on all our campuses, ASDAN in our ESP centres, and the Maturité suisse at La Châtaigneraie will allow us to provide every student with the best opportunity to succeed with us and in their lives beyond school.

We like the flexibility of the IBCP, its international character and its focus on innovative teaching and assessment strategies. We welcome the opportunity to improve student readiness, not only for further academic studies, but also for the challenges of a career.

Is the IBCP right for you?

In year 11 students choosing courses do



not need to know whether they want to become marketing strategists or video game designers, but they should feel excited about business or creative industries. Students will be learning specialist skills, but, of course, business acumen and creativity are in high demand in every sector. We are committed to developing specialist expertise and transferable understanding. Below are three reasons why the IBCP is an attractive qualification.

IBCP students have the freedom to choose to be assessed in the two or three Diploma

Programme courses they love most.

Students can choose the subjects they enjoy best from our wide course offering. They might combine two languages; or Film and Design Technology; or Psychology and Economics. We will guide students in their course selection based on their interests and objectives. We believe that when students choose subjects they love engaging with, they are more likely to excel.

The IBCP recognises that knowledge is practical as well as theoretical.

Exams are not necessarily the best way for each student to showcase his or her knowledge. The IBCP allows for a great deal of portfolio work so that students get credit for what they can do throughout the year, and not predominantly for what they can write down in the exam. Teaching the IBCP will allow us to address better a variety of learning styles, allowing students to balance linguistic and analytical intelligence with creative skills, specialist knowledge, and practical know-how.

The IBCP encourages students to think like professionals.

The Approaches to Learning course provides a forum for business and creative industry track students to work on projects together and develop their communication skills in both French and English. Guest speakers from industry will contribute to lessons and give feedback on projects. Work experience will further familiarise students with the realities of their chosen career.



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BTEC, the professional qualification within Ecolint's IBCP is well recognised by professionals and universities around the world. We will offer one level 3 BTEC in Business and one in Art and Design. Each course comprises nine modules which span two years of study. The courses modules range, in Art and Design

from location photography to website construction; in Business they cover topics as diverse as supply chain management and marketing.

The IBCP prepares students for universities, for technical colleges and, also, beyond this, for their careers.

Further Enquiries

Ecolint's IBCP is a curriculum we believe in, but to find out more, please refer to: <http://www.ibo.org/en/programmes/career-related-programme> for the IBCP.

To find out more about the professional qualification which will be taught as part of the IBCP, turn to: <http://www.edexcel.com> and search BTEC level 3 qualifications in either business or art and design.

To find out more about the IBCP, as it is offered by Ecolint, at the Campus des Nations, please contact me at alexandra.juniper@ecolint.ch

Une version française de ce document est également disponible.