



University of  
Central Lancashire  
UCLan

# Beyond Business

## Schools and Colleges Liaison Activity Menu

**Some see 'business'  
as a grey world of  
balance sheets and  
boardrooms.**

We see a different world of  
business. A modern vision  
of enterprise. A vision  
with more colour, more  
possibility, more community.

Look beyond the  
boundaries of grey  
corporate business and  
imagine something more  
open, more positive,  
more diverse.

Because business isn't an  
exclusive world to break  
into. It's yours to create.



Students: Mason Karki, BA (Hons) Business and Marketing; Chantelle Edie Rees, BA (Hons) Business and Human Resource Management; Matt Allen, BA (Hons) Accounting and Finance; Jess Holden, BA (Hons) International Business.

# On and Off Campus Workshops

**We can offer a number of workshops across Business and Management to suit your students' learning requirements.**

The workshops are informed by, and designed to support the student's development on their current Level 3 programme, as well as providing an insight into studying business in higher education. Each workshop is up to an hour long but can be adapted to meet your individual institution's requirements.

We hope to engage and inspire your students, equipping them with the skills and knowledge that will enable them to make well-informed decisions, whilst successfully navigating their way through their post-18 options.

## Stocks and Shares

Students enhance their decision-making skills whilst playing The Stock Market game. Students will try to keep up with the most up to date business information and news to invest in shares of fictitious companies and commodities in a mini stock market. This competitive session sees groups competing to try and make as much money as possible.

## Bags of Fun!

Soft skills are skills that help you to interact effectively with other people. They are especially important in the workplace and will help you be more resilient, to negotiate both short-term and long-term goals, and to deal with change. Come along to this workshop to explore what soft skills are, how they can be developed and how you can use them to your advantage.

## Alternative Histories: Storytelling and Tourism

This session looks at heritage through the lens of tourism/tourism design. It aims to develop the creative and storytelling skills, and confidence, of students as they interpret and discuss heritage tourism experiences or sites. What sites will be of interest and how will this be communicated?

The difference is that the heritage in question is based on the history from an alternative reality - a place where major world events have taken a different course - the students must adapt to and work within this new reality. They will present their findings to others and are encouraged to use visual aids to do so.

## The Secrets of Successful Communication

Understanding what gets in the way of great communication, learning techniques to help leave positive impressions of ourselves every time we communicate. This can help with university applications, job interviews and improving relationships.

## Managing Emotions, Letting Go and Mindfulness

We all get upset, angry and emotional from time to time. When we do, we often begin behaving in ways that can negatively impact our relationships and communication. Ultimately this can mean that our emotions may begin controlling us resulting in us not being able to achieve what we want to. In this session we learn tips to manage our emotions, ending the session with a short mindfulness activity.

**Matt Allen**  
BA (Hons)  
Accounting  
and Finance



## The Future of Digital Business

According to the Digital Market Outlook, by 2025, the e-commerce penetration in the United Kingdom is expected to grow to 89.6% of the population, and Statista (2023) estimates that there would be 678,100 jobs in the UK's Digital Sector.

As Digital Commerce continues to thrive, this workshop gives you an overview of how businesses such as Netflix and Facebook have been so successful in continuously reshaping consumer behaviour online. With the boundary between the physical and digital world blurring more every day, we will explore how new technologies are shaping 'The Future of Digital Business'.

## Consumer Psychology

With consumer psychology being used more by companies, this workshop looks specifically at the different processes that are being used in order to influence the customer experiences in order for them to select, purchase or use a particular product.

## Making Human Resource Decisions: Improving Motivation and Engagement

This workshop looks at ways in which companies motivate and engage employees and the benefits that arise from this. With theories of motivation being looked at, the workshop looks at specific well-known businesses and how they use financial and non-financial methods to enhance the employees' approach to their work.

## Forensic Accounting and Fraud

This competitive, strategic workshop will test the integrity of future business leaders. Whether it is working together, or sabotaging your competitors, this workshop will test how ruthless participants are prepared to be to stash the cash! Will they get away with it, or will they get caught? Your students discover real cases along the way to highlight the risks, ethical conflicts and opportunities in the business world.

**Chantelle Edie Rees**  
BA (Hons) Business  
and Human Resource  
Management



## Business and Marketing Pitch

Business and Marketing: Marketing and Branding. Your students will collaborate to pitch their own business ideas (which relates to our Chartered Institute of Marketing accreditation). Your cohort of students will be set a real-life marketing challenge. In groups of two or three they will apply the learning from their college courses to the problem set, with the top three groups presenting their ideas to the Business and Marketing staff.

## Enterprise and Business Planning

Using authentic examples, this workshop looks to explain what the characteristics of an entrepreneur are, how they identify business opportunities and how they develop a successful business plan. The workshop uses a variety of case studies to highlight the successes of various entrepreneurs.

## Making Marketing Decisions: Segmentation, Targeting, Positioning

A workshop that brings to life the approaches of various international businesses and how they use segmentation (Geographics, Demographics, Psychographics and Behavioural) to target their potential markets and how they position themselves in comparison with their competitors. As well as traditional marketing (the marketing mix), we look at digital marketing, technological developments and brand awareness.

"The Business department at Cardinal Newman College has visited UCLan's campus multiple times over the last few years.

The Business and Management Team have been extremely welcoming and accommodating of our students and staff, and have provided a wide range of exciting and unique sessions, giving valuable insight for our students into a higher level of business academia, demonstrating to them just how accessible and enjoyable university study can be.

We enjoy each chance to explore the campus, and look forward to future opportunities to bring our students again."

Andrew, Business Teacher, Cardinal Newman College

## Why study at UCLan?

**We're here for you.** Our business, management and marketing courses are ranked 1st in the North West for teaching quality in the Times Good University Guide 2023.

**Launch your own business.** We can help you to transform your big idea into a thriving business, with support from our experts and access to business incubation space on campus. We've been named the top university in the north of England for supporting students and graduates to launch their own start-up companies (Tide, 2021).

**Supporting enterprise.** We're proud to have been awarded the Small Business Charter Award, a national accreditation which demonstrates excellence in supporting small businesses, student enterprise and the local economy.

**Global experiences.** Our degree programmes offer opportunities for international study trips and paid work placements. Previous students have gone on placements with high profile employers including Adidas, BAE Systems, British Airways, Disney, IBM, KPMG, L'Oreal, PricewaterhouseCoopers and Universal Studios Orlando. We also run an exchange programme with worldwide university partners.

**Future-proof your career.** Our courses are shaped by the latest innovative business insight and research. So you can be confident that the cutting-edge skills and knowledge you gain will set you up for a successful career.

### Schools and Colleges Liaison

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### Course Enquiries

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[uclan.ac.uk/schoolsandcolleges](https://uclan.ac.uk/schoolsandcolleges)



We have made every effort to ensure that the information in this leaflet is as accurate as possible at the time of going to press (February 2023), including but not limited to any accreditations cited. Some changes are likely to occur in the time between publication and the start date of each course.