#TheUCLanExperience

ENTERPRISE

LANCASHIRE SCHOOL OF BUSINESS AND ENTERPRISE

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Lancashire School of Business and Enterprise is proud of its international reputation for delivering high quality education in the areas of accounting, finance, economics, international business, communication, marketing and public relations, business and management and tourism, hospitality and event management.

The School seeks to nurture and develop global managers of the future through leading-edge Business and Management programmes, shaped by the latest research, professional practice, innovative business insight and international opportunities.

The Lancashire School of Business and Enterprise seeks to place Enterprise at the heart of all we do – and be a world leader in business education, research and engagement.

Enterprise is fundamental to the School’s ethos. We strive to equip students, through entrepreneurship education with the additional knowledge and capabilities to apply these abilities helping you to oversee and set up new ventures and businesses if that is what you would like to do.

Find out more about the courses offered at the Lancashire School of Business and Enterprise at www.uclan.ac.uk/study
Our ground-breaking LaunchPad Leadership Development programme allows you to take part in a fast-track project, to hone your personal and professional skills, providing you with enhanced opportunities for work experience, business mentoring and networking, which will ultimately mean you can compete for the best graduate jobs in the UK and around the world. It carries great responsibilities and great rewards!

Since its establishment in 2011, LaunchPad was exclusively open to second year students within the Business School, but now also operates across the Lancashire Law School and the School of Social Work, Care and Community.

Every year, LaunchPad recruits a new cohort of up to 30 highly motivated second year students from across the three Schools.

What does it involve?

Students on the programme attend regular workshops every fortnight during term time, and these focus upon their personal development, professional skills and employability enhancing techniques.

You will learn about personal branding, the importance of online presence, CV and interviewing techniques as well as successful business networking strategies. You get the chance to experience a range of different activities around and outside the campus. Throughout the programme, you have opportunities to manage projects of your choice, which usually include organising and managing events, planning and promoting LaunchPad recruitment and putting the itinerary together for each year’s study tour destination.
You will learn to:

- Be a leader for the 21st century and learn how to promote yourself and stay true to your values and principles
- Explore which careers are open to you and how to apply for them
- See what the top graduate recruiters are looking for, what they offer and how to make yourself employable by them
- Create a winning application package, including CVs, online applications, interviews, psychometrics and second stage selection procedures
- Enjoy personal mentoring and coaching from industry specialists to guide you through the highly competitive selection processes
- Learn a lot about yourself and others

Students who are successful on the programme will be able to undertake an award from the Chartered Management Institute (CMI), become student members of the Institute of Directors (IoD) and take part in an overseas study trip!

"It was a fantastic experience and I was able to meet people I would never normally have come into contact with. We exchanged details with business leaders and you never know what opportunities that might lead to in the future. It was also interesting to witness the work ethic there, which is very different to our own and gave me useful insight into business at an international level."

Charlotte Whittle

"As one of the first ever Lancashire Law School students to be selected for LaunchPad’s Leadership Development Programme, I have found the support and expertise offered thus far to be phenomenal. LaunchPad has enabled me to meet and work with other highly motivated students across different disciplines, whilst pushing me to find resilience in the face of physical and mental challenges. Through the process so far, not only have I learnt more about my own capabilities, but also a range of techniques on how to work with people in the most effective manner."

Sabba Shah

www.uclan.ac.uk/launchpad
Get Inspired

At UCLan, you will have the opportunity to take part in some unforgettable experiences. Through placements, internships, study visits and volunteering in the UK and abroad – we have you covered! Our students have enjoyed countless opportunities, from networking to undertaking 48-week work placements, or spending their second year studying at our Cyprus campus.

Students Experience Special ‘Journey to the East’ Trip!

Some of our students immersed themselves in the wonders of Chinese culture and the modern Chinese education system whilst visiting the Guizhou University in Guiyang and the Zunyi Tsinghua High School in Zunyi, both establishments are located within the Guizhou Province in China. With a population of over 35 million, it was going to be a new experience. The ‘Journey to the East’ trip was supported by the International Travel Bursary.

This is the fourth ‘Journey to the East’ trip undertaken by UCLan. A Chinese paper cutting class, language classes and visiting a museum were all highlights of the trip. In addition, different Chinese martial arts were explored and a number of formal traditional Chinese lunches and dinners were enjoyed and the students were fascinated with Chinese eating etiquette. The students also visited the Zunyi Tsinghua secondary school in Zunyi City, which is a feeder school for the Guizhou University and met young students and shared classes and experiences of life in the UK. Students also visited the Zunyi Conference building which was where a meeting of the Communist Party of China in January 1935 during the Long March took place, considered by many to be the point of creation for modern China: the museum visit was a very humbling experience. To round things off, the students also delivered an impromptu renditioning of Justin Beiber’s hit song ‘Baby’ in front of a large audience of honoured guests to finish off an exhilarating and learned week!
PLACEMENT WITH DISNEY!

"Working for Disney was one of the best experiences of my life. It opened my eyes to a completely different side of the working environment, which only Disney as a company has the ability to create. The level of training is outstanding and encouraged myself to learn and better myself for future career choices. Having the ability to explore all of Disney in Florida was a massive bonus. The whole year felt like a year-long holiday in Florida, while getting paid to have the best year of your life, while still studying and gaining more qualifications and an insight into how the biggest entertainment company in the world set themselves above the rest of the competition."

William Churchhouse

During my time at UCLan, I gained knowledge and invaluable experiences that helped me to obtain the creative graduate role I am in now.

Name: Abigail Jones
Job Title: Junior Account Executive
Employer: Zeal Creative

"During my time at UCLan, I gained knowledge and invaluable experiences that helped me to obtain the creative graduate role I am in now."

UCLAN TEAM FINALISTS IN PRESTIGIOUS CIM PITCH COMPETITION

Callum Spavins and Georgia Smith, BA Marketing Management students, reached the national finals of the Chartered Institute of Marketing (CIM) Pitch 2017; held at CIM Head Office in Maidenhead.

Only 12 teams were selected nationally for the final and the duo had to do a 10-minute pitch to a panel of judges including Unilad, Student Universe and CIM.

Caroline Holliday, Senior Lecturer, CIM Course Leader and Employability Lead for the School of Business said: “Our students Callum Spavins and Georgia Smith absolutely ‘smashed’ their pitch. They presented beautifully, their timing was spot on, they answered all the questions superbly and were praised by the judges for having the best range of tactics, best budget detail and they loved the students’ virtual wall idea, CSR, conservation and Go Pro camera ideas for the adventure holidays.

“The CIM Pitch 2017 was a marvellous opportunity for Callum and Georgia to put marketing theory from their course into practice and pitch their ideas, developed from producing a 2,500 word Strategic Marketing Plan to a panel of industry experts. Not only was this an excellent opportunity for them to work on a ‘live project’ but it also enhanced their employability skills in the areas of oral and written presentation skills, teamwork and time management which will enhance their CVs in such a competitive market place.”

Callum and Georgia will be presented with a framed certificate for making the final and be entered onto the ‘Pitch’ Hall of Fame.
Eleven undergraduates from UCLan’s Division of Communication, Marketing and Public Relations presented their ideas to senior sales and marketing staff at Wax Lyrical’s head office in Ulverston, Cumbria. Their presentations were part of an assignment from one of their final year modules. It was organised by Peter Ashfield, Course Leader in Business and Marketing, to help students prepare for the application of marketing in a real-world setting.

This was a challenging live brief aimed at assisting Wax Lyrical in implementing a focused marketing campaign to increase their sales and profit. Sales and Marketing Director Shane Crawford said: “From Wax Lyrical’s point of view the whole process of working with UCLan has been of great benefit. It has been an opportunity for our company to support the students and the University with a real desire from the company to work with the HE community. From a commercial point of view, by working with the students, we have been fortunate to have the two presentations and for the students to think outside the box and suggest something we have not been thinking of. The two presentations delivered some unique concepts that we can take away and digest.”

The benefits of working with real businesses to solve real business and marketing challenges are clear to see. Peter Ashfield: “Here we are with a real-life visit to a real-life business for students to experience what it is like to deliver a true consultancy project based on a module we deliver in the final year of their time at University. The groups presented their big ideas to the senior management team at Wax Lyrical and received great applause for the creativity that has been generated. The students will leave Wax Lyrical with their heads held high knowing that in the real world they are able to deliver real solutions for real businesses.”

**WHAT THE STUDENTS SAID:**

**Abigail Jones** – Final year student studying BA (Hons) Marketing Management (Advertising, Marketing and Communication) – Graduated with a first-class honours degree.

“It is not just about looking at a page and answering an assignment, it is doing something that you know will have benefits beyond University. I will be able to talk about this experience in years to come. I feel as though I have more confidence and will benefit me in the future as something I’ll be able to talk about in interviews with future employers and be able to demonstrate that I have had this experience seeing what other marketers are looking for by the questions they asked us.”

**Sean Carter** – Final year student studying BA (Hons) Business and Marketing - Graduated with a first-class honours degree.

“It’s given me a chance to put the theory into practice and given me some industry experience as well. I already have some but having this experience in more than one area of business is advantageous for me. You can build your confidence levels because you are actually presenting in front of senior management and you are definitely going to be doing that in the working world.”

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**UCLAN BUSINESS STUDENTS DELIVER STUNNING PRESENTATIONS AT WAX LYRICAL**

**Name:** Zain Shaikh  
**Job Title:** International Brand Marketing Manager  
**Employer:** Red Bull

**Graduate Profile:**

**How UCLan helped me get here:**

“My time at UCLan was very enjoyable and very valuable. The lecturers were incredibly helpful and supportive and were always available for careers advice. The courses I covered within my Marketing Management (BA) course were ranging and allowed me to get a strong understanding of marketing from both a client and agency side. I am currently working on the client side and the skills I gained during my time at UCLan provided me with a basic foundation for the job ahead. I understood the importance of commercial awareness and market research. This helped me to put rationale behind any creative propositions I put forward to the company.

During the degree I also completed a one-year placement which proved to be especially helpful when applying for graduate jobs, giving me that extra year of experience.”
UCLan offer a range of Accounting courses; such as BA (Hons) Accounting, BA (Hons) Accounting and Finance and BA (Hons) Accounting and Financial Management. These degrees all study the same modules to begin with, however they become different in the further years. Meaning if you have an interest in a particular niche you can switch between courses after studying the initial course modules. This means you can explore accountancy, find your niche and leave University with a tailored degree, specific to your strengths.

AWARD WIN!

BA (Hons) Accounting won the ‘Course team of the year’ award at the annual Golden Roses Teaching Awards (2017), which recognises the UCLan Course Team that has made a significant positive contribution to the academic experience - by working together to provide a consistent experience throughout all levels of the course, as well as working with students as participants and active learners. The small team expressed their delight when receiving the award, and thanked all the students involved.

Accounting at UCLan - ranked top in the UK for overall student satisfaction
National Student Survey 2017

ECONOMICS

With global economics rarely out of the news, our economics programmes provide a thorough grounding in the range of skills required by the modern economist. Through studying a mix of theoretical and applied modules, you’ll be trained to think like an economist and to apply rigorous, tried and tested techniques that give insight and guidance to government and business.

Economics at UCLan - ranked top in the UK with overall 100% student satisfaction
National Student Survey 2017

Our economics programmes place emphasis on numerical and problem-solving skills. This is reflected in the destinations of economics graduates as almost half of those working full-time in the UK enter professions that fall within the category of business, finance and associate professions.

Our graduates have pursued a wide variety of careers - market analysts, financial analysts, retail managers, entrepreneurs, civil servants and academics. The subject is recognised as an intellectually demanding preparation for a wide range of professional occupations requiring high levels of both literacy and numeracy.
Comedysportz recently delivered a three-hour improvisation workshop for third year coaching and mentoring students. Their objective was to help our students lose some of their inhibitions when communicating with others, boost their confidence in communication as well as help them to think ‘on the spot’, a skill that is critical in business coaching. Claire Ashworth, Year 1 tutor comments: “We had extremely positive feedback from students, I hope to facilitate this again next year!”

During reflection week, we gave students the choice of what activities they would like to take part in over the course of the week. Mike Summersall, Year 1 course leader states: “The response was great with the Escape Rooms being the overall winner. Using University funding, we secured the Escape Rooms for Business and Management students across Years 1, 2 and 3 and it was designed at having a bit of fun and also giving student the opportunity to mix with other tutors and students that they may not have met before. It was extremely successful and all students fed back that they enjoyed it. It is definitely something we would look to complete again!”

The Lancashire School of Business and Enterprise offer a range of business and management related programmes, from Business Studies to Human Resource Management, to Global Business Management.

Student experience

The Lancashire School of Business and Enterprise
A group of 30 Year 2 Business and Management students visited UCLan Cyprus during May 2017 to attend a leadership development programme.

The students participated in a range of workshops, which focused on developing their leadership, communication and reflective skills. An additional feature of the course was participating in team related activities and during the final day, the students delivered a number of team presentations.

The group stayed in Larnaca and during their free time visited Ayia Napa, Limassol and the Kourion Amphitheatre.
The Lancashire School of Business and Enterprise triumphed in the annual Golden Roses Teaching Awards (2017) which are student-led from nomination to presentation. This gives the students the chance to ‘give back’ by nominating in a variety of categories including – but not limited to – ‘Leading equality award’, ‘Postgraduate support’ and ‘Academic advisor of the year’.

The School was shortlisted initially for two categories: ‘Lecturer of the year’ and ‘Course team of the year’. On the Golden Roses award ceremony evening, the School was absolutely delighted to win both categories!

Peter Ashfield (Business and Marketing course leader) has over 25 years’ experience within the business sector, with the ability to deliver business and marketing focused teaching and learning in an engaging and dynamic manner. Peter, was nominated and won the much coveted ‘Lecturer of the year’ award for the significant contribution he has made to the academic experience. Be it through assessment and feedback practices, innovative teaching methods or responding to students’ experiences and teaching styles.
This was the first time students from the School of Business had undertaken such a chilly challenge in temperatures hovering between minus 2 and 5 degrees. Fully wrapped up in the latest high tech garments, provided by The Chill Factore, the students and academic staff were separated into five teams and embarked on the aptly named 'Sub Zero Challenge'.

During the 90-minute challenge, each team had five tasks: building an igloo; building sledges; a luge relay racing; dashing downhill on an inflatable ring and full-on sledge racing. All tasks were timed and all tasks attracted points for the team.

After some serious teamwork and healthy competition, the Red Team were the winners. The Reds’ team members Liam Newton, Charlotte Whittaker, Josie Linsel, Bethan Southern, Lois Chaplin and staff member Barrie Roberts were greeted with a round of applause and presented with their ‘moose’ prize for their efforts.

It was such a good experience, I got to do things I’ve never done and probably will not ever get the chance to again and got to work with people I’ve never really spoken to before! It brought me closer to the people I go to University with and even some healthy competition with my friends.

Natasha Kerr - BA (Hons) Marketing Management
The workshop was facilitated by Senior Account Executives Arthur Jones and Alexandra Sandford-Smith, who introduced the workshop by sharing insight into recent advertising campaigns that they had been involved in. Students on the BA (Hons) Marketing Management, BA (Hons) Advertising and Marketing Communications, BA (Hons) Business and Marketing and MSc Marketing Management courses gained expert insight into how to analyse and critique advertising. This was delivered by a hands-on session where the students were introduced to a set of criteria with which to address the creative elements of an advertisement.

The students also learned about what it is like to work for an advertising agency, career paths available and gleaned an insight into the particular culture of AMV BBDO. Importantly, the students gained “insider-knowledge” in terms of how to prepare for interviews for graduate jobs and how to deal with the actual interview process. This section of the workshop was enriched by the two Senior Account Executives explaining about their own routes into the world of advertising.

The organiser of the event, Dr Anna Maria Sherrington, said: “We are delighted to have such a high-profile advertising agency meet with our students here on campus. This interactive workshop has delivered real value to our students in ways that will boost their academic performance whilst at university and beyond. Importantly, it has also served to boost their employability and may just give them the edge in a future interview for a high-profile graduate position.” Marketing student Robert Wood said: “I found the workshop to be a great eye opening insight into the world of marketing via an agency. I especially enjoyed and took knowledge from their presentation on how to critique an ad. This is something I will continue to use throughout.”

I recently won “Employee of the Year” at the Lancashire Women in Business Awards run by Downtown In Business. I was nominated anonymously and had to fill in nominee submission form to support my nomination and tell them how this award would benefit myself and Tienda Digital. The decision was based on public vote and a panel of business professionals, and I am pleased to say I won!”

"I selected my course because it had a clear focus on employability, and that is something I thought would be beneficial to me in the future. I went on a year-long placement as part of my course, working in industry and learning whilst on the job. This gave me the best of both worlds, gaining practical knowledge whilst studying. Once I completed this year I continued working throughout my final year of study and was taken back on full-time after I graduated.

In October 2017, the Division of Communications, Marketing and PR in the Lancashire School of Business and Enterprise hosted an advertising workshop delivered by Abbot Mead Vickers (AMV) BBDO, the UK and Europe’s largest advertising agency with a client list boosting brands such as Sainsbury’s, Walkers Crisps and the National Lottery.
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<td>Management in Tourism (Top-Up), BA (Hons)</td>
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THE UCLAN EXPERIENCE STARTS HERE...

WELCOME TO THE UNIVERSITY OF CENTRAL LANCASHIRE

Over 93% of our graduates are employed within six months of graduating HESA 2016

Preston awarded ‘safe’ city status for nights out

UCLAN IS RANKED IN THE TOP 3.3% OF UNIVERSITIES IN THE WORLD - Centre for World University Rankings 2017 (CWUR)

FREE SPORTS MEMBERSHIP TO OUR £13M SIR TOM FINNEY SPORTS CENTRE ON CAMPUS

We’re investing serious money in your education with our multi-million pound Campus Masterplan

TEAM UCLAN IS THE HOME TO OVER 50 STUDENT SPORT CLUBS

Compact city centre campus - shops, bars and restaurants on your doorstep

FANTASTIC LIBRARY FACILITIES AVAILABLE 24/7 DURING TERM TIME

Our Students’ Union has over 150 clubs and societies - you can even form your own!

Preston is the best place to live and work in the North West according to the Good Growth for Cities Index

University of Central Lancashire, Preston, Lancashire, PR1 2HE

COURSE ENQUIRIES:
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cenquiries@uclan.ac.uk
www.uclan.ac.uk

This literature was compiled in January 2018 and all reasonable care has been taken to ensure its accuracy. We cannot guarantee that all courses will be available exactly as described, it may be necessary to vary the content or availability. Material changes will be highlighted in course documentation at the time any offer is made. The full list of options indicated may not all be delivered every year.

We hope that you are happy with your UCLan experience; if not we have a complaints procedure in place, please visit uclan.ac.uk/studentcontract.