

# 2 Outreach: Sessions delivered at your school or college

## Entrepreneurship and Enterprise

[WBQ WRE Team Enterprise]

Creativity and a range of personal qualities are at the heart of a good business. Vision, drive and calculated risks all form part of burgeoning new businesses, complemented by good organisation and an appreciation of the economic climate in which they operate.

The two sessions opposite create a catalyst for lateral thinking within a structured business framework, and champion the innate qualities that your students will bring to new ventures.

### Who wants to be a millionaire?

- What makes successful millionaires tick?
- Assess your entrepreneurial potential.
- Take part in a time-constrained activity that makes innovation essential.

### From small business owner to entrepreneurial leader

- Famous faces in sport, fashion and music, and how they drive their brand.
- Importance of team work and innovation in the workplace.
- Reflection on personal capacity for entrepreneurship.

## Business Management and Operations

[WJEC BS3 and AQA BUS S1]

The business environment is continually changing. You cannot predict the future, but you can be prepared for it. Organisations increasingly need managers with a broad range of skills, who understand the many areas of business, and how to get the most from their resources.

The following sessions provide a well-rounded insight, designed to make students more versatile and employable.

### The business location decision

- Business and location-specific infrastructure
- Impact of technology and finance
- Market forces, subjective and objective factors

### When the going gets tough, the tough get going!

- Interactive business management workshop.
- Use of Turning Point software.

### From Steve Jobs to Alex Ferguson: what makes a great leader? [ILM, WBQ WRE Team Enterprise]

- How sporting heroes and global business innovators demonstrate first-class leadership and management.
- Identify your leadership potential.
- Develop leadership skills.

### What is supply chain?

- The basic principles of good supply chain management.
- The role of logistics.
- Procurement and operations management.

## Marketing

[WJEC BS2, AQA BUS S2, WBQ WRE Team Enterprise]

What makes the golden arches of McDonald's instantly recognisable? Why did the iPad become such a global success? What helped turn Post-it notes from a failure into an office essential? The simple answer is marketing.

The following sessions will engage the creative capacity of your students and challenge them to work with multimedia, think up the latest advertising campaign for a global brand, and consider how they could play a vital part in the growth of an organisation.

### Social media marketing – creating a buzz

- Tweets, Google searches and YouTube videos.
- Case studies that demonstrate effective use of social media in marketing.
- Brand promotion and active selling.

### Growing a small business

- Real-life case studies, tracked and measured for success.
- Online activity and its impact on brands.
- How to create sustained growth.

### Just do it: the power of advertising

- Innovative advertisements designed to engage with consumers.
- Social media advertising.
- Format and function of advertising.
- Modern case studies that reflect real business techniques.

### The psychology of marketing

- Trends and patterns within a consumer-savvy society.
- Issues and challenges for marketing teams.
- Effective communication with target audiences.

## Darpariaeth cyfrwng Cymraeg

Mae'r galw am sgiliau cyfathrebu trwy gyfrwng y Gymraeg ar gynydd yn y sector breifat a'r sector gyhoeddus, ac mae cyfleoedd byd gwaith i'r rheiny sy'n medru trin a thrafod maes busnes yn ddwyieithog.

Yma yn Ysgol Fusnes De Cymru rydym ar flaen y gad yn datblygu darpariaeth cyfoes, arloesol a hwyliog trwy gyfrwng y Gymraeg.

Rydym yn medru cynnig y gweithdai canlynol trwy gyfrwng y Gymraeg:

### Busnes a'r bar siocled

- Taith trwy feysydd busnes amrywiol – o lansio cynnyrch newydd i frando, ac o foesege i adnoddau dynol – a'r cyfan trwy lygad y bar siocled ar silffoedd ein siopau!

### "Dwi ishe bod yn entrepreneur"

- Edrych ar nodweddion personoliaeth yr entrepreneur.
- Ystyried y sgiliau sydd eu hangen i lwyddo mewn busnes.
- Cyfle i ddisgyblion brofi eu mentergarwch eu hunain.
- Trin a thrafod pobl busnes mwyaf diddorol Cymru.

### Y gymysgedd farchnata

- Cyflwyniad bywiog i'r '4P'.
- Astudio enghreifftiau difyr rhai o gwmnïau mwyaf dyfeisgar ac arloesol ein byd.

Suitable for first and second language students

## Criminology

[WBQ WEW 1.2, 2.1 and PSE 1.1-1.3, 2.3, 3.3]

Criminology is the scientific study of crime, criminals and victims, and society's responses to them.

The following interactive sessions will ask students to consider some of the key debates in relation to crime and criminal justice.

### Riots, protest and public disorder

- How and why do riots, protest and public disorder take place?
- How do we explain public disorder?
- How should riots and protests be dealt with?

### Youth gangs in law

- What is a gang and who are the gang members?
- What is the problem with gangs?
- Is joint enterprise an appropriate response to gang crime?

### Drugs and crime

- What is the link between drugs and crime?
- How has drug misuse become a major national and international problem?
- How should drug misuse be tackled?

## Law

[WBQ PSE 3.3, ESW Problem-Solving]

Underpinning society and governance is the UK legal system. Students studying law at A-level or those pursuing other allied qualifications, including the WBQ, can develop a range of transferable skills that can be used in business, law, accounting and finance, and a host of other career paths.

The following sessions will explore legal judgements and statutes, while examining the economic, theoretical, philosophical, political and social aspects of the law and its role in society.

### Knowing your legal and human rights: an interactive moot court debate

- Examine a real-life case study, whilst considering the principles of the Human Rights Act.
- A divided house will debate a motion.

### Knowing your legal and human rights: a consumer rights workshop

- Focus on the basic principles of consumer law.
- Problem-solving in teams within a competitive environment

### Murder most foul

- Explore how criminal law rises to the challenge of decision-making, deciding between guilt and innocence.
- Interrogate perceived differences between the callous intruder who kills in the course of a burglary and the distressed relative who wants to end the suffering of a loved one.

## Police Sciences

Policing is a varied, exciting and dynamic career with opportunities to make a real difference to your community. This degree develops the specialist knowledge and skills required for a rewarding career in the police service or other related professions.

The following interactive session provides an immersive, scenario-based learning opportunity demonstrating the cutting-edge technology used by the Police.

### Hydra Immersive Simulation System Monday 14 September: Pontypridd Campus, Glyntaff only

- Experience a unique, high-fidelity learning environment.
- Develop skills team-based, decision making in the strategic management of football and other multi-agency incidents (ie, child protection enquiries or hostage recovery).
- Make and justify decisions that are evaluated by expert staff with extensive policing experience.

Outreach sessions available upon request

## Accounting and Finance [WJEC, AQA and OCR]

Accounting and finance enables us to follow the trail of money, audits and banking processes. It develops an understanding of the role an accountant plays in telling the 'story' of numbers and their journey to the balance sheet.

The following sessions will provide expert support and insight, enabling students to maximise their A-level Accounting and A-level Business marks.

### Interpretation of final accounts [WJEC BS3, AQA unit 3.4]

- Each session will include:
  - Key unit information on traditional problem topics.
  - Short question practice.
  - Revision and examination techniques.

### Accounting for non-accountants

- An introductory seminar that recognises the diverse backgrounds of students who do and don't study accounting at A-level.
- Explore some of the key concepts for those interested in a career in the industry.

### What to do next?

Visit: [www.southwales.ac.uk/schoolsandcolleges](http://www.southwales.ac.uk/schoolsandcolleges)  
E-mail: [schoolsandcolleges@southwales.ac.uk](mailto:schoolsandcolleges@southwales.ac.uk)  
Call: 01443 482 849

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