

**Sheffield
Hallam
University**

Knowledge Applied

Sheffield
Business
School

TEF
2023

Gold

SHEFFIELD BUSINESS SCHOOL

School and College
Outreach Offer

shu.ac.uk/sclo



SHEFFIELD BUSINESS SCHOOL

At Sheffield Business School everything we do is designed to help students succeed, whether they're starting their career or preparing for their next venture. That's because we don't just teach business, we help them do business.

We are accredited by the Association to Advance Collegiate Schools of Business (AACSB), putting us in the top 6% of business schools worldwide. Many of our courses are also accredited by the professional body for the industry – which could help students qualify in their chosen career faster, and where relevant we'll also pay the professional body membership fees.

They'll join a global community where business leaders, researchers and 7,000 business students all come together to solve problems and make things better.

We were awarded 2021 Outstanding Entrepreneurial University of the Year for the positive and lasting impact of our teaching, and 96% of our management graduates are in work or further study fifteen months after graduating.



Our Outreach Offer

This booklet outlines the activities we have available for schools and colleges to engage with to increase students' knowledge and understanding, whilst providing an insight into university courses and life in Higher Education.

There are a range of activities to access, from a course talk covering the opportunities within the Sheffield Business School, to interactive masterclasses, taster days, or one-off sessions that can be arranged both on and off campus. Chat to us about your requirements, as we can often be flexible with dates and times.

Please note all sessions are suitable for KS5 students. For KS3/4 students, please get in contact us see what opportunities are available.

Sheffield Business School Overview Talk- 30mins

At Sheffield Business School everything we do is designed to help students succeed, whether they're starting their career or preparing for their next venture. That's because we don't just teach business, we help them do business.

This talk will provide students with an overview of the Sheffield Business School, the courses we offer, the physical spaces they will study in and the wider opportunities available to them as a student, such as; work experience and support for entrepreneurs.



To book or enquire about any activity, please contact sclo@shu.ac.uk

Business Management

Studying Business Management means students acquire knowledge and skills equipping them in broad aspects of how organisations function, but allows for specialisation in topics that students are passionate about. Our Business Management outreach sessions offer prospective students an engaging introduction to the diverse career paths within this field.

Future career pathways include:

- Manager, director or executive roles
- Business consultancy
- Growth leadership

Marketing

Students studying marketing will learn the core principles of understanding customers, audiences and stakeholders and the importance of exceeding their expectations. Marketing is a dynamic and evolving subject particularly with digital growth and emergence of new approaches such as influencer marketing.

Future career pathways include:

- Brand strategy
- Social media management
- Marketing research

Entrepreneurship

Entrepreneurship is centred on understanding what makes a great business leader and how to both capture and embrace the enterprising spirit. Students learn what makes an effective entrepreneur through studying both functional aspects such as how to identify opportunities but also the skills and personal attributes it takes to be successful.

Future career pathways include:

- Business ownership
- Supply chain and operations direction
- Change and project leadership

International Business

Our International Business sessions provide prospective students with essential insights into the complexities of global business and international management. Students will explore how organisations operate in a globalised world, gaining practical knowledge about navigating diverse markets.

Future career pathways include:

- Market and business research
- Purchasing and logistics
- Export coordination

Languages and Culture

Our language courses help students enhance their foreign language skills and deepen cultural awareness. These courses offer valuable insights into global opportunities, including studying, working, and travelling abroad.

Future career pathways include:

- Translation and Interpreting
- Teaching
- Roles in large organisations where languages play a vital role alongside other skills

Economics

Our economics courses allow students to engage with the latest economic thinking using real-world issues, quantitative data, statistical packages, and econometric software. They will learn how to apply economic theory to the real world of business, preparing them for a career in a range of sectors.

Future career pathways include:

- Business/Data Analyst Consultant
- Economic Analyst Economics
- Researcher Economist
- Policy Developer

Accounting and Finance

Our accounting and finance course helps students to stand out to employers in the business world by gaining professional accounting qualifications alongside their degree. They will gain an understanding of accounting and finance within the business environment and develop the skills they need for a dynamic career.

Future career pathways include:

- Financial Consultant
- Financial or Business Manager
- Professionally Qualified Accountant
- Tax Specialist

Financial Services

Our financial services courses cover everything from the principles of investment, working with derivatives and managing risk, to Cryptocurrency and Blockchain, with emphasis on their application. We also offer a unique degree in financial trading and investment management which includes a qualification in investment management on top of their degree.

Future career pathways include:

- Financial Trading Investment Management
- Stock brokering Insurance

Tourism

Our Tourism students will understand the sustainable development of the global tourism industry through live management projects, field trips and applied learning opportunities. They will learn about managing tourism in the face of global issues – aligned with UN Sustainable Development Goals to become a responsible leader of tomorrow.

Future career pathways include:

- Tourism product development and management
- Tourism operations management
- Destination management

Food And Nutrition

Food and nutrition specialists are always in demand, playing crucial roles in everything from product development to public health. On our food and nutrition courses students will engage with some of the most important ideas and debates in this fast-moving sector.

Future career pathways include:

- Food product development
- Food quality and operations management
- Food styling and journalism

Hospitality

Our Hospitality students will study all aspects of hospitality operations – from enhancing their customer service skills in our professional kitchen and restaurant space to developing their strategic thinking. They will develop into a socially conscious hospitality professional who are able to meet the sustainability needs of tomorrow's customers.

Future career pathways include:

- General and Operations Manager
- Revenue Manager
- Sales and Marketing
- Leisure and Wellness
- Training and Development Lead

Esports Management

This innovative course focuses on developing students' knowledge and practical portfolio whilst enhancing soft skills to become the next generation of leaders in Esports. The course brings together Esports culture, content creation, enterprise, contemporary issues in Esports, journalism, and events management.

Future career pathways include:

- Esports Event Manager
- Esports Marketing Specialist
- Esports Content Creator/Streamer
- Esports Analyst/Caster

Events Management

Our courses prepare students for every aspect of an exciting career in events. The events industry drives business and provides entertainment and leisure to global audiences. They will learn the principles of event design and delivery, marketing, people and safety management. They will also start thinking strategically and creatively about events and festivals in a variety of commercial contexts.

Where some of our alumni are working now:

- Director, Head of Design Community and Events, Lego
- Product Owner-eCommerce, Jaguar Land Rover
- Event Manager, Google

Real Estate

Our Real Estate course equips students with the skills to sustainably invest in, develop, and manage the built environment of the future. They will gain hands-on experience in areas such as data analysis, reporting, and valuation. Students will also work on real-world projects in collaboration with leading organisations, preparing them for a successful career in this dynamic field.

Future career pathways include:

- Property Developer
- Valuation Specialist
- Investment Manager

Aviation

Students will learn about the technical aspects of the industry, from aviation law and regulation, to safety and security management. Whether they plan to work air-side, land-side or directly with airlines, they will be fully prepared to hit the ground running.

Future career pathways include:

- Schedule development
- Airport Security Management
- Airport Operations
- Airport Safety Officer
- Terminal Management
- Airline Cabin Crew



EXAMPLE TASTER DAY

Timings

Session

10:00

Welcome

Sheffield Business School Overview Talk

Taster Workshop in a Sheffield Business School Subject of Your Choice

Campus tour

Lunch

Student life

Taster Workshop in a Sheffield Business School Subject of Your Choice

14:00

Closing and evaluations

Mix and match course taster workshop's in Sheffield Business School subjects of your choice.



HE TALKS AND WORKSHOPS

Sheffield Hallam University offer talks and workshops to support students to make an informed decision regarding higher education. Below is an overview of what schools and colleges can access, these can be stand alone sessions or incorporated into a subject taster day.

TALKS

Our talks, tailored for Y12, Y13, and mature students, can be delivered either in classrooms or assembly sessions.

SHOULD I GO
TO
UNIVERSITY?

SHOULD I GO TO
UNIVERSITY AS A
MATURE LEARNER?

HOW DO I
APPLY FOR
UNIVERSITY?

CAN I AFFORD
TO GO TO
UNIVERSITY?

WHAT IS A
DEGREE
APPRENTICESHIP?

WHAT IS IT LIKE BEING
A STUDENT AT
SHEFFIELD HALLAM
UNIVERSITY?

WORKSHOPS

Designed for Y12 and Y13 students. Suitable for classroom delivery with a maximum of 30 students. Access to table-top desk space is required.

WHICH
COURSE
SHOULD I DO?

FEELING
OVERWHELMED BY
YOUR STUDIES?

WHAT MAKES A
GOOD PERSONAL
STATEMENT?

HOW DO I
BUDGET AT
UNIVERSITY?

HOW DO I APPLY
FOR A DEGREE
APPRENTICESHIP?

AM I
UNIVERSITY
READY?

Access Support at Hallam



SHU Progress

SHU Progress provides support for applicants whose personal circumstances might mean that there are barriers to going to university. The scheme provides additional support in the year of application and throughout the application process, including the transition to becoming a university student.

How to join

In order to join the scheme, students must be nominated by a professional (such as a teacher, social worker, support worker, etc.) who knows the applicant and their background. You can find the nomination form, as well as further details on eligible groups and the support on offer, by scanning the QR code. Alternatively, visit shu.ac.uk/shuprogress

If you have any questions, you can email the team at:

SHU-Progress@shu.ac.uk

or call **0114 225 4777**



Black British Applicant Support

As a university we recognise the additional barriers that many prospective students face when pursuing higher education. As part of the response to this, our Access team also provide additional support for black British applicants, with tailored support throughout the application and transition process.

For more information, you can email the team at access@shu.ac.uk

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@shuoutreach



Sheffield Hallam
University Outreach Team