

Preparing Students for Citizenship and Industry

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Let Learning Flourish

What is City Learning?



The City Learning 4.0 model has been built collectively by staff and students. It is a developmental model to create an open and adaptive approach to 21st century learning.

It builds on the work the college has already undertaken through City Learning and our mission to 'Let Learning Flourish' through inspiration, excellence and innovation.

City Learning 4.0 Aims:



- Guide students in defining and achieving their own learning.
- Develop new models of partnership between students and staff.
- **Preparing students for citizenship and industry.**
- Cultivate students and staff to be lifelong learners.
- Embrace technology as an enabler of learning and teaching.

Developing the Skills required for a 21st century Workforce within the Faculty of Business

Accenture Skills to Succeed: Digital Skills

- Accenture Skills to Succeed & Young Enterprise Scotland.
- Commitment to help learners gain the digital skills demanded by a 21st century workplace.
- Digital Badge awarded for each course completed.



Accenture Skills to Succeed: Digital Skills

- Digital Fundamentals.
- Social Media.
- Digital Marketing.
- User Experience.
- Mobility.
- Analytics.



Understanding
Business

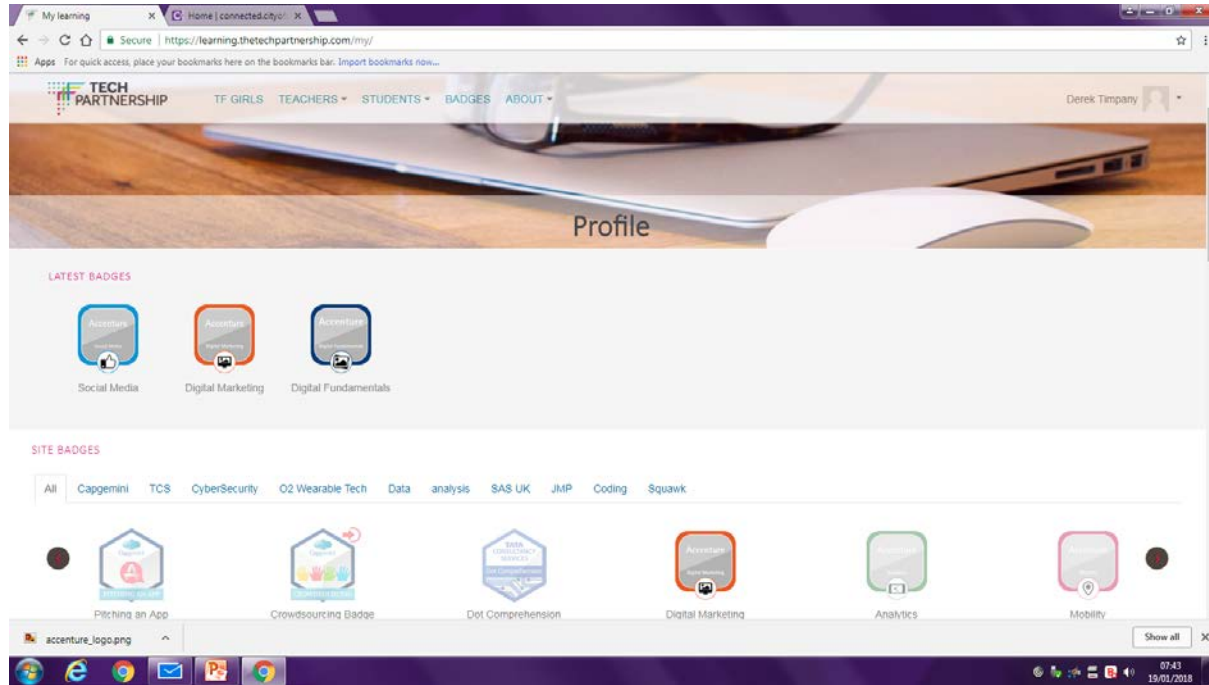


Preparing a Formal
Business Plan

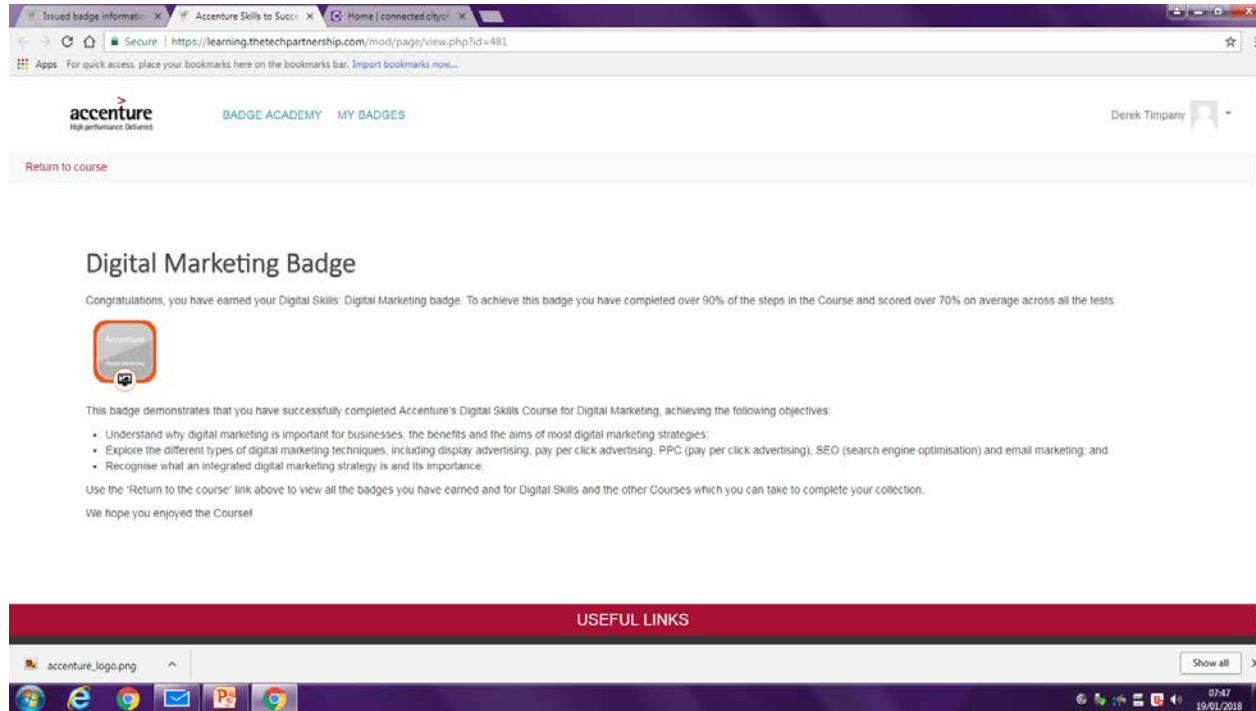


Marketing: An
Introduction

Accenture Skills to Succeed: Digital Skills



Accenture Skills to Succeed: Digital Skills



Digital Marketing Badge

SEO

Banner Advertising

E-MAIL Marketing

Integrated Digital
Marketing

PPC Advertising



Khuram, Klaudia, Kinga, Paul and Bruce completing their first badge in City Library

Preparing students for citizenship and industry – Guest Speakers / Employer Engagement

- Matthew Collins, Spectre Creative.
- Paul Roberts, MyCustomer Lens.
- Tracy Walker, Scottish Qualifications Authority (SQA).

Spectre Creative



- Matthew Collins, Director, Spectre Creative.
- Web Design & Marketing Company.
- Thursday 5th October 2017.
- Former CoGC Student.
- HN Business Curriculum – **Marketing: An Introduction, Preparing a Formal Business Plan.**
- The Trials and Tribulations of a young Entrepreneur.

Session Highlights

‘Be persistent’

‘Understand your customer’

‘Always do a little more than you need to’

Matthew Collins



HN Marketing students were delighted to be joined by four Erasmus+ students from BKCR in Germany – Sandra, Dzenisa, Jic and Melissa

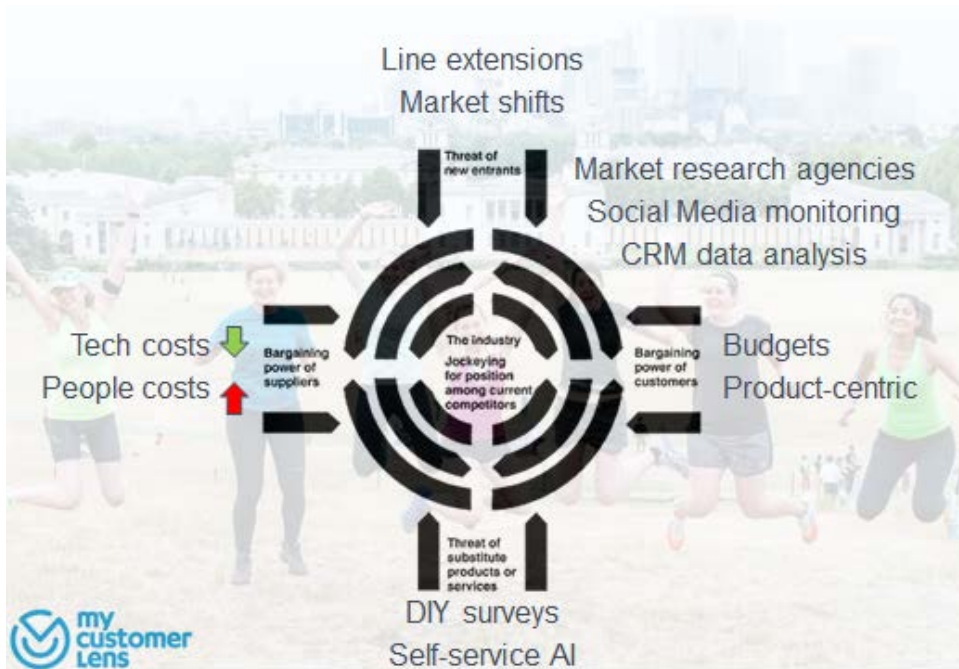
MyCustomer Lens



- Paul Roberts, Director, MyCustomer Lens.
- Turns Customer Feedback into Business Intelligence.
- Tuesday 10th October 2017.
- HN Business Curriculum – **Business Culture & Strategy.**
- Porter's Five Forces.



MyCustomer Lens



‘What wins the day is the execution, not the idea’

Paul Roberts

SQA



- Tracy Walker, Data Manager, SQA.
- Industry Speaker (NDPB).
- Wednesday 15th November 2017.
- HN Business Curriculum – **MPO**.
- SQA Goals, Vision, Values.
- Business Intelligence & Data Management Business Area.
- Organisational Benefits of Data Governance.

Session Highlights



SQA Organisational
Structure



Business Systems &
Transformational
Change Directorate



Activity

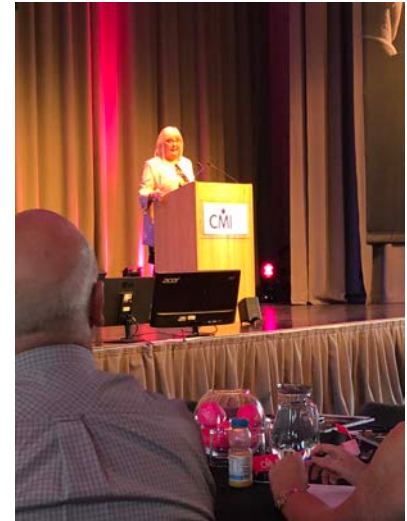
Read the SQA
Corporate Goals.
Identify which goals
are impacted by
Data Management.

Preparing students for citizenship and industry – Engagement with Professional Associations

- Chartered Management Institute (CMI) Annual Conference.

CMI Annual Scotland Conference

- Management: Art & Practice
- Wednesday 25th October 2017
- Assembly Rooms, Edinburgh
- HN Business Student Delegation (60)
- Keynote Speeches: Leaders from Industry
- HN Business Curriculum – **MPO / BCS**
- CMI Membership / Lifelong Learning



Liz Hoskin, CMgr FCMI
Chair, CMI Scotland Board
opens the conference

Industry Leader: Jacqui Low, CEO Partick Thistle Football Club

‘Good leaders do not act in isolation, they do not stand alone, they only stay a few steps ahead’.

‘I could not be a copy of anyone else, I had to be me, I had to do my own thing.’





#ScotConf17
@scotland_cmi

'Believe in yourself and find out how good you can be'

Ellis Watson
DC Publishing



Conference Highlights



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Expert Panel Q & A

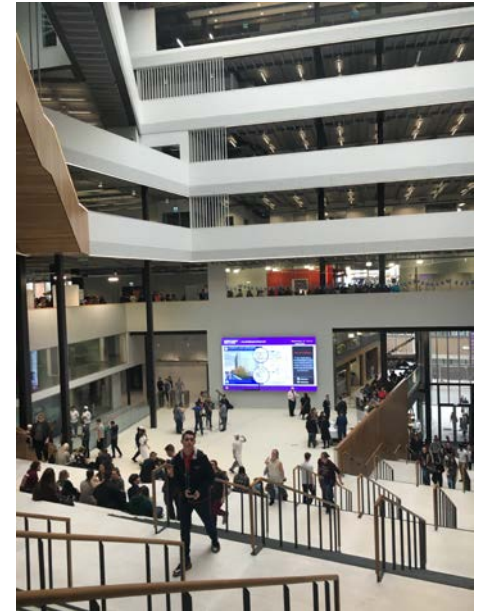


Networking Opportunities



Prepares students for citizenship and industry – Collaborative Approaches

- Student Engagement Team.
- Bridge 2 Business.
- Barclays Life Skills.



Student Engagement Team

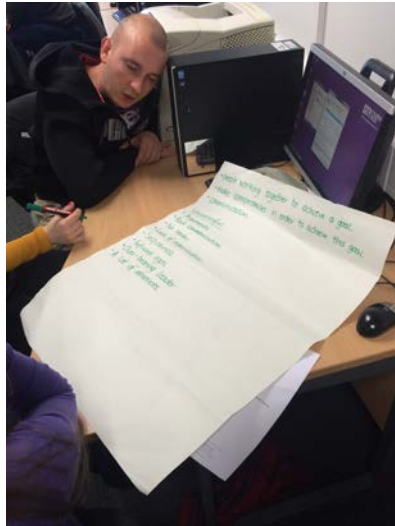
- Support lecturers in developing transferable skills.
- Sessions run throughout academic year.
- Sessions include teambuilding, representation, social media and professionalism.
- Students encouraged to use 'MyVoice' – Digital Democracy Platform.
- HN Business Curriculum – **Personal Development Planning, Preparing a Formal Business Plan.**

Recent Sessions



Goal Setting

Teambuilding



Speaking with Confidence

Innovating New Ideas





Bridge 2 Business

- Aims to inspire, connect and support students into business.
- Contribute to HN Business classes throughout the year.
- CoGC contact Christina Christopoulou.
- HN Business Curriculum – **Marketing: An Introduction, Preparing a Formal Business Plan.**
- [Enterprise & Innovation Start Up Space](#)



Barclays Life Skills

@YourLifeSkills



- Helping prepare students for the 21st century workplace.
- 2017 workshops included '**People Skills**' and '**Building Confidence**'.
- 2018 workshops booked in include '**Planning your Finances**' and '**Preparing for Interviews**'.

Dale, Graham, Tracey and Liz entertaining the crowd



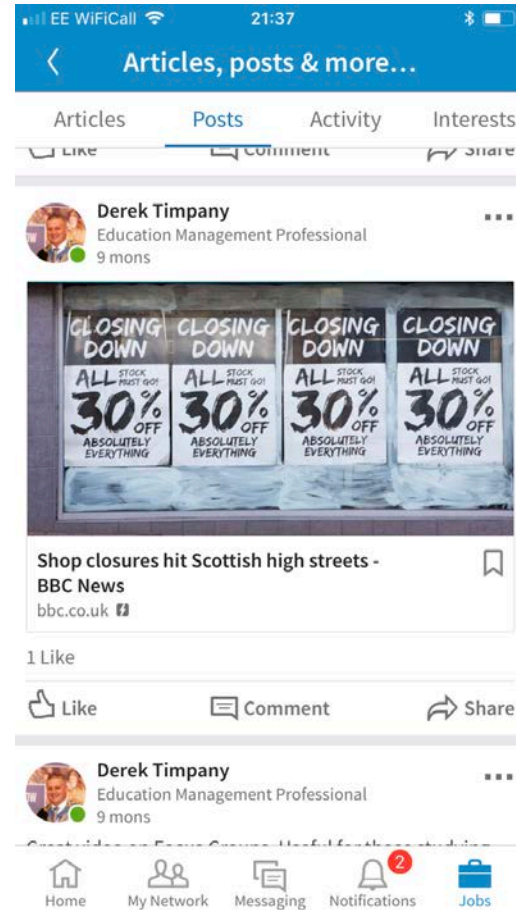
Using Social Media within the HN Business Curriculum

- Relevant Articles & New Stories.
- Current Resources & Statistics.
- Hints & Tips for Revision.
- Advertising Internal & External Events.
- Showcasing Good Practice.
- Providing Positive Feedback.
- Raising Awareness of Important Issues.





Access to current statistics on UK unemployment and Inflation. Perfect for Outcome 2 of **Economics 1: Micro & Macro Theory & Application.**



Further evidence of the negative impact of e-commerce on the high street. Discussed in subjects such as **Business Awareness & CPD.**



Excellent exemplification of 'strained stakeholder relationships'. Used this particular example with **Understanding Business** students, but equally relevant for a number of HN Business units.



A good resource to inform discussion in a number of **Marketing** units.

BREAKING THROUGH PERSISTENT BARRIERS TO LEADERSHIP

THE GLOBAL LEADERSHIP CRISIS CONTINUES



65% OF PEOPLE PURCHASED LESS OR STOPPED PURCHASING PRODUCTS DUE TO NEGATIVE LEADERSHIP BEHAVIOR OVER THE LAST YEAR

COMMUNICATION GAP GROWING

71% SAY COMMUNICATING EFFECTIVELY IS IMPORTANT TO GREAT LEADERSHIP (8 OUT OF 10 OR ABOVE)

31% SAY LEADERS OVERALL ARE COMMUNICATING EFFECTIVELY (8 OUT OF 10 OR ABOVE)

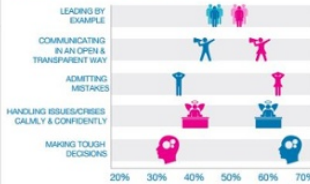
PEOPLE WHO THINK THESE ISSUES ARE BARRIERS TO EQUAL LEADERSHIP OPPORTUNITY



WHICH GENDER OF LEADER IS MOST LIKELY TO NAVIGATE US THROUGH CHALLENGING AND RAPIDLY CHANGING TIMES OVER THE NEXT FIVE YEARS?

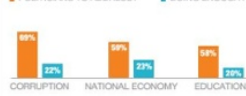


FEMALE LEADERS BEST DEMONSTRATE TOP THREE EFFECTIVE LEADERSHIP TRAITS



POLITICIANS GET RIGHT THINGS WRONG

MOST IMPORTANT FOR POLITICIANS TO ADDRESS? POLITICIANS DOING ENOUGH?



EARNED TRUMPS PAID: WHICH CHANNELS HAVE GREATEST IMPACT?



Learn more at Ketchum.com/leadership-communication-monitor-2016 Follow the conversation at #KetchumPR © 2016 Ketchum. All Rights Reserved.

Some excellent Management & Leadership resources found on LinkedIn which provide a good basis for discussing **MPO Outcome 2 – Analyse Factors which Influence Workplace Performance.**

8 Qualities That Make Great Bosses Unforgettable

1 They believe the unbelievable.



2 They see opportunity in instability and uncertainty.



3 They wear their emotions on their sleeves.



4 They protect others from the bus.



5 They've been there, done that... and still do that.



6 They lead by permission, not authority.



7 They embrace a larger purpose.



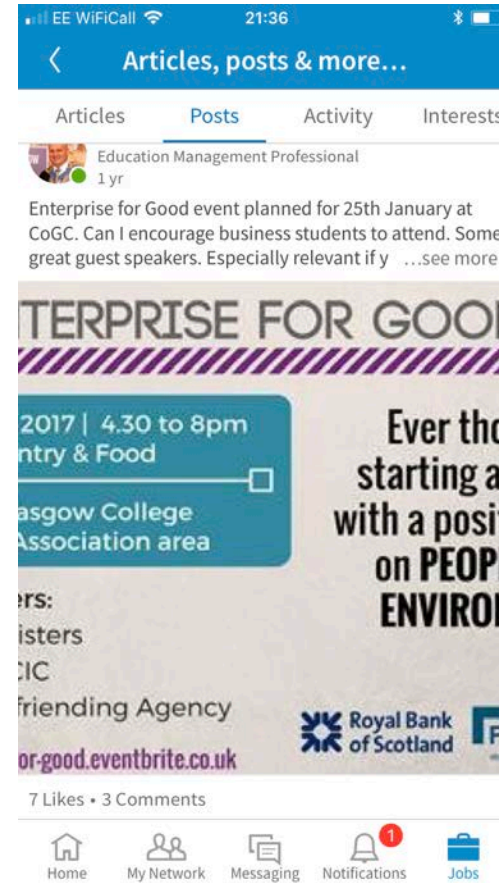
8 They take real, not fake risks.



Kelsey Source: <http://linkd.in/3gthe9y>



Study Tips



Business
Enterprise &
Networking
Events



Praising students for the effective use of LinkedIn in gathering Primary Data for the Market Analysis section of **Preparing a Formal Business Plan.**



HND Year 1, **MPO** students supporting Anti-Poverty week and illustrating responsible citizenship.

**Thank you for listening.
Questions?**