

Preparing Students for Citizenship and Industry

Derek Timpany

Senior Lecturer

0141 375 5204

@DTimpanyCoGC

<https://uk.linkedin.com/in/datimpany1>

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

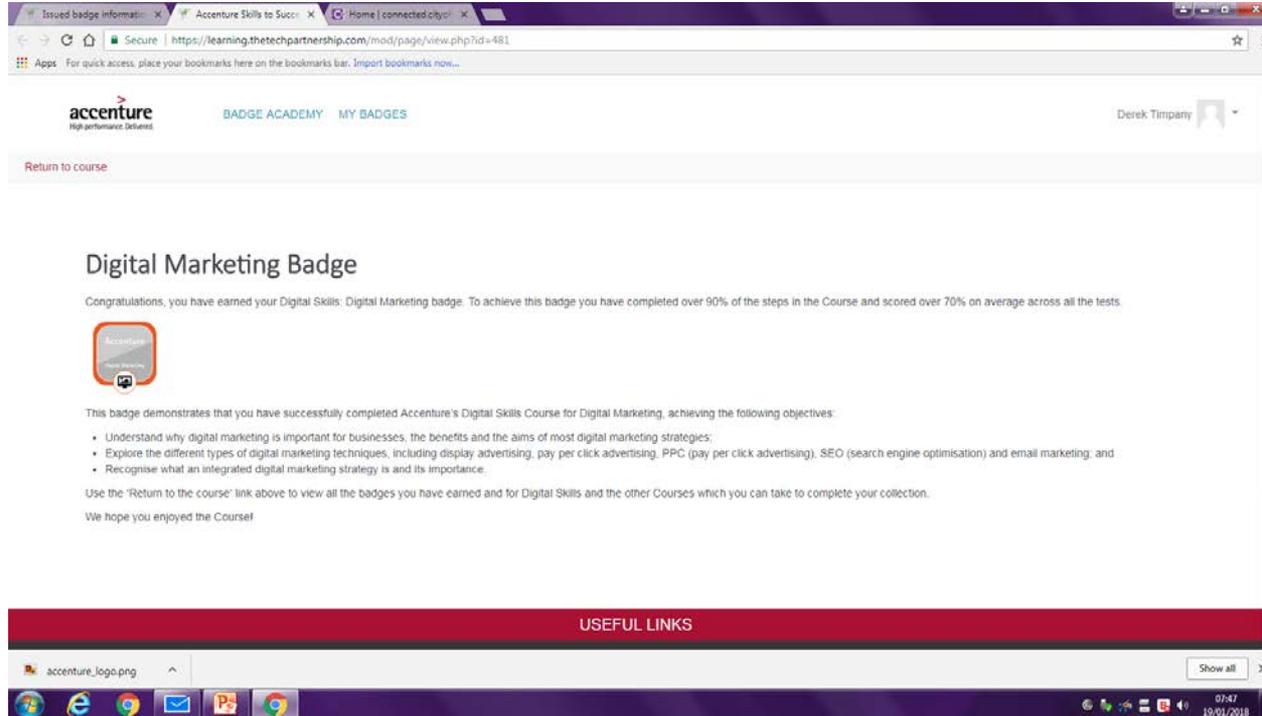


Marketing: An
Introduction

Accenture Skills to Succeed: Digital Skills

The screenshot shows a web browser window displaying a user profile on the Tech Partnership learning platform. The browser's address bar shows the URL <https://learning.thetechpartnership.com/my/>. The page header includes the Tech Partnership logo, navigation links for 'TF GIRLS', 'TEACHERS', 'STUDENTS', 'BADGES', and 'ABOUT', and a user name 'Derek Timpany'. The main content area is titled 'Profile' and features a 'LATEST BADGES' section with three badges: 'Social Media', 'Digital Marketing', and 'Digital Fundamentals'. Below this is a 'SITE BADGES' section with a filter 'All' and a list of site-specific badges: 'Cappemini', 'TCS', 'CyberSecurity', 'O2 Wearable Tech', 'Data analysis', 'SAS UK', 'JMP', 'Coding', and 'Squawk'. The bottom row of site badges includes 'Pitching an App', 'Crowdsourcing Badge', 'Dot Comprehension', 'Digital Marketing', 'Analytics', and 'Mobility'. The Windows taskbar at the bottom shows the time as 07:43 on 19/01/2018.

Accenture Skills to Succeed: Digital Skills



Issued badge information | Accenture Skills to Succeed | Home | connected city...

Secure | <https://learning.thetechpartnership.com/mod/page/view.php?id=481>

Apps For quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now...

accenture High performance. Delivers. BADGE ACADEMY MY BADGES Derek Timpany

[Return to course](#)

Digital Marketing Badge

Congratulations, you have earned your Digital Skills: Digital Marketing badge. To achieve this badge you have completed over 90% of the steps in the Course and scored over 70% on average across all the tests



This badge demonstrates that you have successfully completed Accenture's Digital Skills Course for Digital Marketing, achieving the following objectives:

- Understand why digital marketing is important for businesses, the benefits and the aims of most digital marketing strategies;
- Explore the different types of digital marketing techniques, including display advertising, pay per click advertising, PPC (pay per click advertising), SEO (search engine optimisation) and email marketing; and
- Recognise what an integrated digital marketing strategy is and its importance.

Use the 'Return to the course' link above to view all the badges you have earned and for Digital Skills and the other Courses which you can take to complete your collection.

We hope you enjoyed the Course!

USEFUL LINKS

accenture_logo.png Show all

07:47 19/01/2018

Digital Marketing Badge

SEO

Banner Advertising

Integrated Digital
Marketing

E-MAIL 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’

‘Always do a little more than you need to’

‘Understand your customer’

Matthew Collins



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

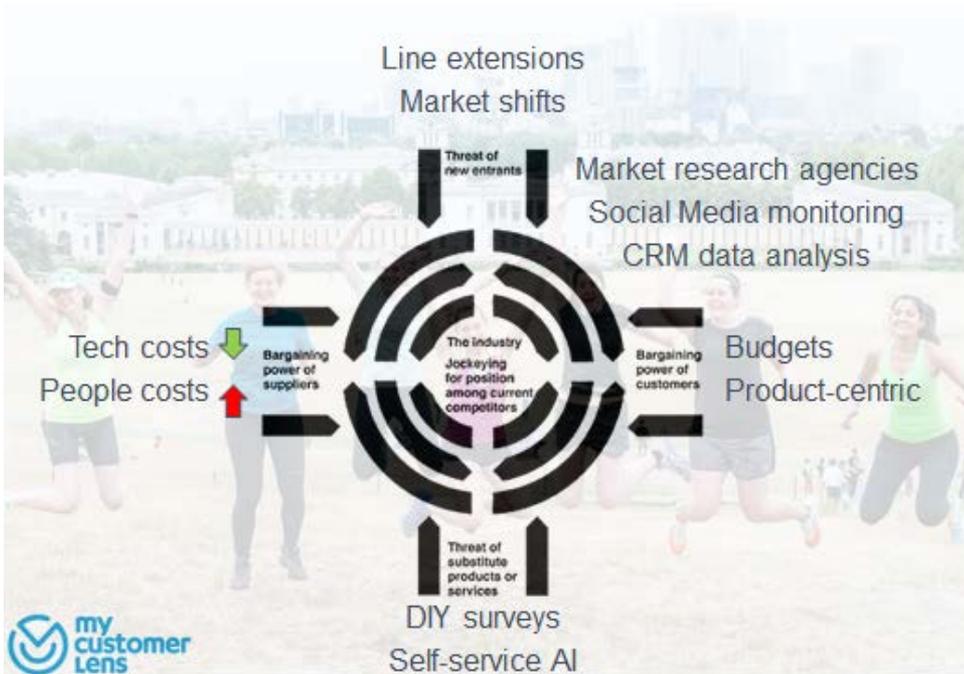
MyCustomer Lens



- 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

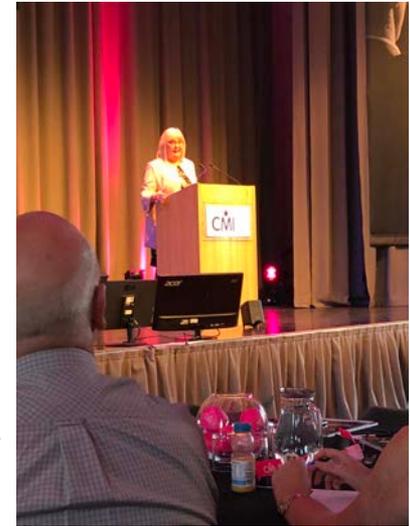
Read the SQA Corporate Goals. Identify which goals are impacted by Data Management.

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



S
O
C
I
A
L

M
E
D
I
A



Expert Panel Q & A

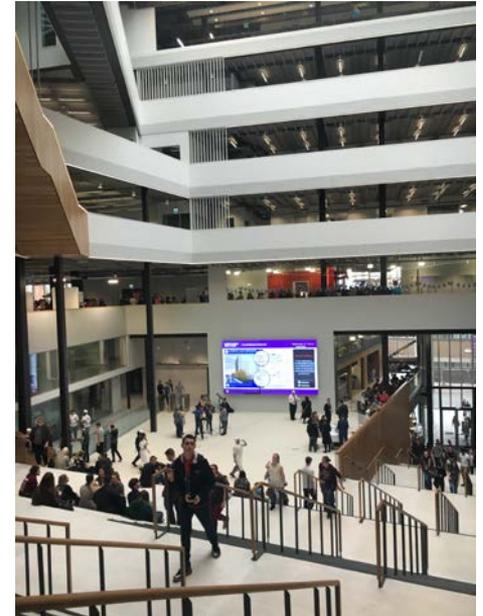


Networking Opportunities



Prepares students for citizenship and industry – Collaborative Approaches

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



Student Engagement Team

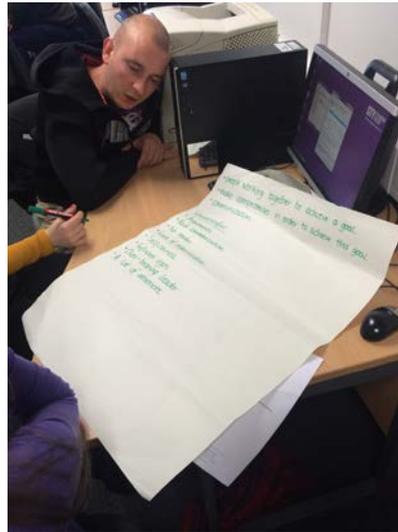
- Support lecturers in developing transferable skills.
- Sessions run throughout academic year.
- Sessions include teambuilding, representation, social media and professionalism.
- Students encouraged to use 'MyVoice' – Digital Democracy Platform.
- HN Business Curriculum – **Personal Development Planning,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



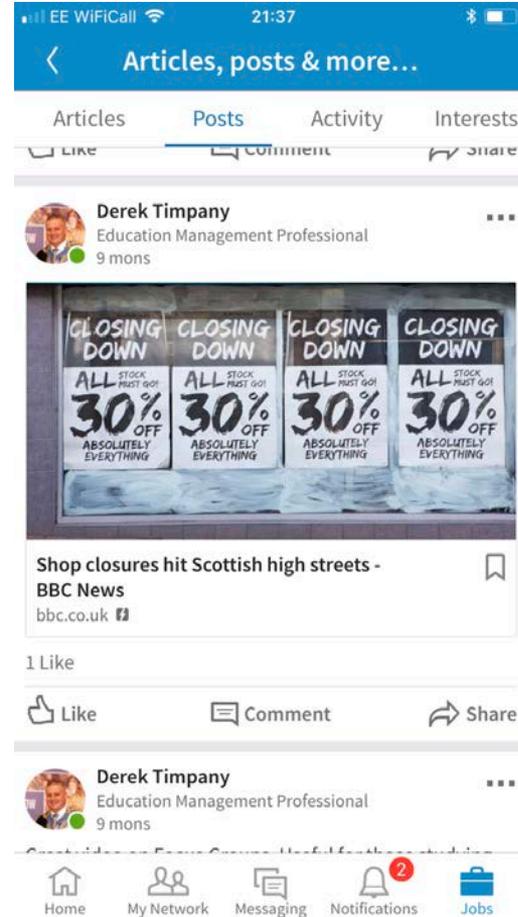
Using Social Media within the HN Business Curriculum

- 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.**

EE WiFiCall 21:34

Articles, posts & more...

Articles Posts Activity Interests

Derek Timpany
Education Management Professional
1 yr

A good article highlighting business / supplier tensions in the aftermath of the Brexit vote. Understanding Business students - good current exemplification for stakeholder relationships. Marketing students think about the micro environment...



Tesco removes Marmite and other Unilever brands in price row - BBC News
bbc.co.uk

Like Comment Share

Home My Network Messaging Notifications 1 Jobs

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

EE WiFiCall 21:35

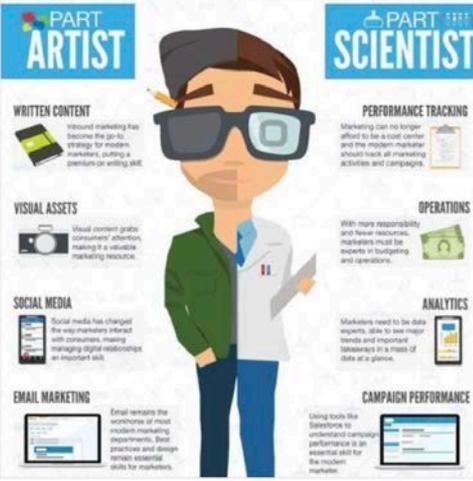
Articles, posts & more...

Articles Posts Activity Interests

Derek Timpany
shared **Paul Gray's** post
1 yr

Paul Gray
Experienced Marketing & PR Manager with internatio...

I love this infographic about the modern marketer.



PART ARTIST

WRITTEN CONTENT
Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

PERFORMANCE TRACKING
Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

VISUAL ASSETS
Visual content grabs consumers' attention, making it a valuable marketing resource.

OPERATIONS
With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

SOCIAL MEDIA
Social media has changed the way marketers interact with consumers, making managing digital relationships an essential skill.

ANALYTICS
Marketers need to be data experts, able to see major trends and interpret data in a mass of data at a glance.

EMAIL MARKETING
Email remains the backbone of most modern marketing programs. Best practices and design create essential skills for marketers.

CAMPAIGN PERFORMANCE
Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

Home My Network Messaging Notifications 1 Jobs

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

BREAKING THROUGH PERSISTENT BARRIERS TO LEADERSHIP



THE GLOBAL LEADERSHIP CRISIS CONTINUES

Percentage who believe that leaders overall are effective
 Percentage who believe that leaders take appropriate responsibility



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?



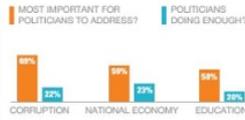
FEMALE LEADERS BEST DEMONSTRATE TOP THREE EFFECTIVE LEADERSHIP TRAITS



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)

POLITICIANS GET RIGHT THINGS WRONG



EARNED TRUMPS PAID: WHICH CHANNELS HAVE GREATEST IMPACT?



Learn more at Ketchum.com/leadership-communication-monitor-2016 Follow the conversation at #K16on @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://1/Linkd.in/2g7he9v>

EE WiFiCall 21:36

Articles, posts & more...

Articles Posts Activity Interests

bbc.co.uk

Like Comment Share

Derek Timpany
Education Management Professional
1 yr

Some good revision tips...



the guardian

The science of revision: nine ways pupils can revise for exams more effectively
theguardian.com

1 Like

Like Comment Share

Home My Network Messaging Notifications Jobs

Study Tips

EE WiFiCall 21:36

Articles, posts & more...

Articles Posts Activity Interests

Education Management Professional
1 yr

Enterprise for Good event planned for 25th January at CoGC. Can I encourage business students to attend. Some great guest speakers. Especially relevant if y...see more



Enterprise for Good
2017 | 4.30 to 8pm
Glasgow College Association area

Ever thought about starting a business with a position on PEOPLE ENVIRONMENT

Royal Bank of Scotland

Enterprise for Good

7 Likes • 3 Comments

Home My Network Messaging Notifications Jobs

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?**