



BUSINESS AND FINANCE MINI LECTURES

ALL

Business, Law, or Social Sciences at BCU: what makes our degrees unique?

What makes studying a business, law, or social sciences degree at Birmingham City University unique? In this presentation, students will explore the range of degree programmes and specialist pathways available within these subject areas. More importantly, they will learn about the fantastic opportunities at BCU to enhance their employability, develop transferable skills and support their career prospects.

BUSINESS AND MANAGEMENT

Why a business degree is still relevant in the 21st century

Are business degrees outdated? What will I gain from studying Business at university? Explore contemporary business topics such as supply chain and logistics, creative thinking and entrepreneurship, and hear about the many employment and business opportunities graduates will have.

The role of Human Resources in contemporary business

How do you keep employees happy whilst maintaining a business acumen? Human resources must be at the centre of an organisation. Learn about the vital role of human resources and hear of the exciting careers that your students could embark on as a graduate in this field.



Beginner's guide to recruitment and selection

Often with hundreds of applications being submitted for one post, sourcing, selecting and recruiting talent can be difficult. Hear from our experts as they explore the roles of external recruitment consultants, artificial intelligence and business managers in the process of recruitment and selection.

ACCOUNTING, FINANCE AND ECONOMICS

Financial detectives

The skills that the auditor uses can be compared to those of a detective. We look at how auditors use their detective skills to identify areas of financial statements that could contain errors. Once the auditor has identified these areas, we see how the auditor collects and uses evidence to reach an opinion on a set of financial statements.

Social influencers and online earners: what you need to know about tax

With the growing number of individuals making money from online activities, HM Revenue and Customs (HMRC) have increased their monitoring activities in this area. In this session, we will look at the tax issues surrounding online activities, including whether activities are classed as a hobby or trading, how HMRC could find out about these activities and the penalties for not informing HMRC of these activities.

Show me the money: careers in Accounting and Finance

With so many different roles in the accounting and finance sectors, students may feel overwhelmed by options and paths. This session will give an overview of the accounting profession, including the professional bodies and why membership is important. It will also look into how studying Accounting and Finance at university could give your students a head start in becoming a qualified accountant and securing their first job.

Paradise Park Business Game: accounting in a theme park

In this CIMA business game, students will develop their decision-making skills and commercial awareness. Working together in small groups, using a range of financial and non-financial data to make decisions on the design and build of a new theme park ride.



The economic benefit of telemedicine: an application to Canada

Compared to traditional in-person healthcare delivery, telemedicine is characterised as the ability to remotely access healthcare services using information and communication technologies (ICT). Increasingly, many primary and special healthcare consultations are moving towards remote consultations and services. Is this a good thing? Should the government support this new initiative? This session will examine the potential economic benefits of teleconsultations using Canada as an example.

Making money via property renovation

This session talks about ways to make profit by renovating properties. In particular, it explains what exactly need to be renovated, the order/priority of jobs that need to be done, tips on how to allocate budget, how to add value by adding more space to existing property, common mistakes to avoid, with some examples of most popular renovation projects.

Game theory: the prisoners' dilemma

Two prisoners suspected of committing a crime together are arrested and are put into separate cells. Each prisoner is only concerned with getting the shortest possible prison sentence for himself and must decide whether to confess or not without knowing the other prisoner's decision. This session applies prisoners' dilemma game theory into OPEC countries' strategic decision of producing oil. At the end of the session, students have an opportunity to play a game.

Economics in the map of sciences

This session provides students with a brief perspective on what economics is, what issues lead to its creation, what its approaches are and schools of thought. Students will learn how different interpretations of major social and economic problems lead to the creation of different schools of economics thought.

The Good Work Time Series

Covid-19 has upended our world of work and amplified the underlying inequalities in our society. We have seen the gulf widen between those in good work and those whose working lives are precarious and uncertain, including many key workers across the country. It has become starkly apparent that the social and economic burden of the pandemic is not borne equally. Against this background, the Institute for the Future of Work's Good Work Monitor builds a detailed sub-regional map of access to good work across the country. This session examines the relationship between areas with good work and their corresponding death rates.



Income distribution

This session focuses on understanding the concepts and facts regarding the debates on income and wealth distribution. We discuss interpersonal inequality and between-country inequality using theories such as the Kuznets curve and the Gini index. Finally, we understand the sources of current increases in inequality in the developed world understanding the relationship between productivity, real wages, and capital gains, relating to the works of Professor Thomas Piketty.

Careers in the financial sector: how a finance degree can help

Confused about the many careers in the financial sector? In this session, students will discover how BCU's finance degrees equip graduates with the skills required to succeed in the financial sector.

How investment creates wealth

What is investment and how does it work? Designed to help individuals understand the basics of investment and how it can generate wealth over time, this session is ideal for providing investment insights for your students personally and for those that are considering careers in investment. Students will learn about different types of investments and how to calculate and understand the risks and rewards involved.

Careers in FinTech

Students will gain an in-depth understanding of the opportunities and career paths available in the rapidly growing FinTech industry. FinTech, or Financial Technology, is an emerging sector that combines finance and technology to create innovative solutions for financial services. From key skills required to the roles available in the sector, students will be equipped with the knowledge and skills to confidently consider a career in the FinTech sector.



LEISURE ECONOMIES

Leisure economies: slay the dragons

What does it take to create and organise a world-class event? In this interactive mini lecture, students will work in groups to create a large-scale event of their choice. They will then pitch their ideas to our BCU sport and event management dragons in order to win investment and backing.

Honesty doesn't always pay but dishonesty always costs

Students will participate in an interactive game where they will be asked to consider ethical dilemmas as a Sport or Event Manager, considering their own personal ethics and thinking about the responsibilities of a manager.

MARKETING

Content marketing in the digital age

The creation of digital content plays an increasingly important role within marketing departments across the world. This mini lecture looks at how organisations are using digital content to reach, engage and build relationships with new and existing customers.

One planet business: developing a sustainable vision for the future

The issues of ethics, social responsibility and sustainability in business have moved from the marginal to the mainstream during the last 40 years. Whilst marketing is partly responsible for the issues facing society today, this mini lecture looks at the role it has to play in helping organisations to develop solutions for a sustainable future.

Marketing communications: did you get the message?

Communicating with customers is a key aspect of what marketing professionals do, whether that's through TV, radio, email, in-person, TikTok or any other number of different channels. This mini lecture looks at the importance of understanding your customer's communication needs if you wish to get your message across and achieve the desired response.

