



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.

ACCOUNTING, FINANCE AND ECONOMICS

Show me the Money: Courses and Careers in Accounting

This session will give students an insight into the differences between accounting and finance and some of the exciting career opportunities that exist within these fields. Students will engage in practical activities that will give them a flavour of both the accounting and finance functions in the real world.

How is Islamic Finance Different to Conventional Finance?

The Islamic Finance industry is a fast-growing industry that has developed rapidly within a few years from a niche industry to a global force to be reckoned with in the international arena. This lecture will explain the workings of the Islamic Finance industry and students will gain knowledge of the career opportunities available in this interesting field.



Careers in the Financial Sector: How a Finance Degree Can Help

Some of the top paid roles in the UK are those within the financial sector. In this mini lecture, students will be exposed to various careers available in the financial sector. They will participate in a number of activities to understand financial technology, how trading floors operate, and the risk involved in these roles. Finally, we will look at finance degrees offered at BCU that prepare students for a career in finance.

Where Can an Economics Degree Take you?

This mini lecture looks at what type of job opportunities are available to economics graduates and discusses graduate destinations of recent BCU economics alumni.

Why Economics in Times of Crisis?

This mini lecture explores the meaning and relevance of economics in tackling global challenges facing societies today. It discusses the link between economics and sustainability and how diversity matters for economic thinking.

How Investment Creates Wealth

This mini-lecture explains the importance of investment in future wealth - both at a macroeconomic and individual person's level. It explains how a young individual can secure financial freedom through carefully planned investment strategy.

BUSINESS AND MANAGEMENT

Why a Business Degree is Still Relevant in the 21st Century

The mini lecture looks at why a business degree is still relevant in the 21st century. Learn about contemporary business topics such as supply chain and logistics, global business operations, creative thinking and entrepreneurship. The lecture will also talk about employment and business opportunities graduates will have.

What Constitutes Good Leadership?

When you think of the term 'leadership', what qualities come to mind? This question seems simple, yet it continues to puzzle business professionals, as there is little understanding regarding the circumstances under which good leadership occurs. In this lecture, we will explore classification systems that attempt to identify the main characteristics of leadership, looking at leadership as a trait to a process. We will also look at the different connotations of 'leadership' and 'management' but how, in reality, both are vitally significant for a modern organisation to be successful.



ESPORTS MANAGEMENT

Esports 101: Introduction to Esports

Esports 101 is an interactive overview and discussion of the Esports Industry, what drives Esports and trends we are likely to see and experience in the near future. This mini lecture also contains a take home activity.

Exploring Esports Events

Esports Events is an interactive overview and discussion of what makes a great Esports event, from customer experiences, to telling captivating narratives and broadcasting decisions; looking at how Esports Events Engage fans around the globe. This mini lecture also contains a take home activity.

Exploring Esports Enterprises

Esports Enterprises is an interactive overview and discussion of what Esports Enterprises currently looks like, how they operate and how this could possibly change and evolve looking into the future; we will look at B2B, B2C, Sources of Revenue in Esports and a critical eye towards Marketing and Sponsorship within an Esports Context. This mini lecture also contains a take home activity.

Decision, Indecision in Esports

Decision, Indecision in Esports is an interactive overview and discussion of what decision making in Esports currently looks like. Who makes decisions? Do we even have to make decisions? How do we approach the mental health aspect of making decisions? We will explore how to use project management techniques to make more objective decisions, and how to make what is normally a stressful exercise, less so. This mini lecture also contains a take home activity.

Practical Business Activity

The Esports Management Practical Business Activity will include a short focus on a current Esports business topic, with time for students to come up with a practical, considered solution to a problem facing Esports; topics and case studies will be relevant to the completed mini lecture. This session can be booked alongside any of the Esports mini-lectures and will build on prior knowledge from these sessions. This session cannot be delivered without booking one of the other sessions.



LEISURE ECONOMIES

Events, Venues and Experience: The EVE Dragons

Students are challenged to wow the EVE Dragons. Exploring our BA Hons Events, Venues and Experience Management course, they will discover what it takes to set up and deliver fantastic live sporting, musical or social experiences.

Global Sport Management: Engage the Fans!

Students are challenged to engage the fans! Exploring our new BA Hons Global Sport Management course, they will discover what it takes for clubs to engage fans across many different countries.

MARKETING

You're Hired! How to be a Marketer

An interactive session where students will be challenged to market some new business ideas. The session will give participating students an insight into the role of business and marketing within the sector.

