

SUMMER 2014

**STUDENT
NEWS!**

Business School student wins national Apprentice-style competition!

A final year BA Events Management student at Hertfordshire Business School has won an Apprentice-style competition securing a graduate job as Events Coordinator with George P. Johnson.

Earlier this year, Elena Clowes was one of fifteen finalists in the national Eventice competition, where final year undergraduate students from across the country competed to win one of two jobs in the events industry. Elena was chosen after submitting a short entry video on to YouTube about why she deserved to win. The candidates were then narrowed down to the final fifteen, and were invited to London to take part in a series of employability tasks.

The final, which took place over three days in London, was judged by a group of industry professionals and involved several tasks to test finalists' abilities to multi-task, organise, lead, project manage, negotiate, network and present.

On the last day of the challenge, finalists were interviewed by each employer and presented two pre-prepared presentations to a panel. Elena was finally announced as one of the winners, and offered a position as an Events Coordinator at global event and experience marketing agency George P. Johnson, whose clients include Blackberry, Coca-Cola, MINI, Olympics, P&G and Swarovski.



"It feels very surreal at the moment, but also very exciting! Out of 60 initial candidates they chose me to work in their company, which is a great achievement. I can't wait to get started."

Celeste Jones, Head of Tourism, Hospitality and Event Management at Hertfordshire Business School, said: "We are all extremely proud of Elena. She has been an excellent student and a pleasure to teach, she applied herself fully throughout her degree. We knew Elena had a bright future ahead of her and we are delighted that George P. Johnson has also recognised her potential. We wish her all the best of luck in her new job".

The Eventice launched in 2011, and since then the competition has placed twelve students in graduate roles in the events industry. Companies that have taken on past winners include leading events organisations professionals Blitz Communications, Excel London and Tarsus Exhibitions.



To view Elena's entry video, search 'Elena Clowes - The Eventice 2014 Entry' on YouTube, or for more information please contact Rebecca McAleese r.mcaleese2@herts.ac.uk.

In this issue:

- The fourth e-mktgEDGE students raise the bar...
- Student wins £80,000 for business backing!
- Student crowned as Best British Higher Apprentice!
- Find out how BA Events Management students have been keeping busy...

IT Business student and lecturer receive £80,000 to back their innovative internet business!



Angelo Mccaw, a final year IT Management for Business (ITMB) student, and Norbert Morawetz, former Business Enterprise Lecturer at Hertfordshire Business School, have won £80,000 worth of backing for their innovative internet business which launched in September 2013.

The newly developed business innovation known as 'Team-Match', is currently in the process of becoming a limited company with thanks to Wayra, an entrepreneurial support unit that help entrepreneur ideas come true.

The idea behind online business Team-Match, is to offer free online assessments to individuals (at www.team-match.com) by highlighting a team's shared strengths and weaknesses. The questionnaire, which was developed by Norbert, supplies its clients with graphs that summarise shared personality profiles. The application has been found useful for both commercial and academic teams, and is currently being used here at the University of Hertfordshire and at ten other UK universities.

Wayra, which was launched in 2011 proved to be the jackpot for Team-Match. After Angelo presented his ideas to Norbert in late 2013 and revised the internet business, pitching to Wayra, in a Dragon's Den style board-room was just another stepping stone for the team. Wayra choose 13 innovative UK businesses every year and this year Team-Match won the staggering £80,000 prize, including nine months' worth of free office accommodation in Central London and £40,000 for investment.

Angelo stated "some people don't know where to start when setting up their own business, but it just came naturally" he added.



"I saw potential with Team-Match so I walked into Norbert's office and pitched my ideas to him, Wayra have really helped us start our venture for success."

Angelo is not only succeeding as co-founder of Team-Match but as author of his recently launched book 'Effective Team Building', which takes a fun approach to help students and young entrepreneurs understand more about team building. You can download his book for free through iTunes and Google play.

For more information please email Angelo Mccaw: angelmccaw@gmail.com.

Creative Business School students have the EDGE in the online world

At the fourth e-mktgEDGE event earlier this year, Hertfordshire Business School students showcased 16 innovative new business ideas, digital marketing strategies and live business websites as part of the Digital Marketing in Practice module. The teams were very successful in developing new business ideas which were targeted and marketed to both the public and private sectors.



One of the teams (Simple Cook) created an online interactive cooking and recipe-sharing platform by using step-by-step video guides. Targeted at university students, Simple Cook offers easy and affordable meal solutions and cooking workshops. Take a look at www.simplecookstudent.wix.com/simplecook

Business School alumnus and digital marketing expert from NetCel, Tim Parfitt, stated that the "students raised the bar and I was impressed with their ability to articulate their new business propositions".

Awards were presented to teams in the categories 'Best Team' and 'Best Poster Display'. The team behind the new luxury

clothing rental business, Lady B, won the award 'Best Team' for their continued effort, dedication and team spirit. The award for 'Best Poster Display' went to the team behind Stock, for visual strength, creativity and impact. Stock is a smart mat for fridges and cupboards that weighs and scans food items, creates shopping lists and notifies users of upcoming replenishment.

The successful e-mktgEDGE initiative, led by Rikke Duus, Senior Lecturer in Marketing at Hertfordshire Business School, stated that "this is an experiential learning-based teaching programme where our students not only develop great business ideas, but also delve deep into formulating viable competitive strategies".

Participating student, Vishal Mistry, summarised how the experience "has definitely given me something unique to put on my CV and has helped me get the placement that I wanted as part of my sandwich course".



Research project is cited as an exemplar in the Government's new Waste Prevention Programme

Members of staff from the University of Hertfordshire have been working with Maxi-Cosi and Quinny, two top-end pushchair manufacturers, in collaborating on DEFRA's Re-engineering Business for Sustainability (REBUS) project to test new ways of providing pushchairs to new parents. This ground-breaking project, initiated by Business School Senior Lecturer Maurizio Catulli, explores the potential of a business model where the consumer purchases the use of a product, rather than the product itself. In this case, the consumer rents a pushchair which can be exchanged or upgraded as the baby grows and needs change. The used models are then refurbished as new for the next customer. The novelty behind the idea has led to it featuring in DEFRA's latest report on sustainability. For further information, please contact Maurizio Catulli: m.catulli@herts.ac.uk.

Operations Management students work behind the scenes with some of the country's most recognised businesses

First year Operations Management students have been busy visiting local and national businesses such as Coke, David Lloyd Club, The Galleria, The Fielder Centre, and Food Hertfordshire as part of their Supply Chain Management and Principles of Operations Management modules. To support their studies and improve their skills, these students were invited to research operational problems and use their creativity to help make improvements to the businesses.

They found themselves working behind the scenes to monitor the production of services and manufacturing of goods. One student commented: "It was good to see what a conference centre looks like from a front and back of house perspective", with another adding "it would be great to go on more of these trips, we really enjoyed ourselves and found the experience was very beneficial".

If you would like to find out more contact Veronica Earle: v.earle@herts.ac.uk



Dragons' Apprentice Challenge

Final year BA Events Management students have been working with the charity CVS St Albans by organising a Dragons' Den, Apprentice-style Awards Ceremony for Year 11 and 12 students from local schools.

Working alongside the Social Enterprise Unit here at Hertfordshire Business School, the Events Management students experience real life project planning by working towards the Awards Ceremony in March. Students considered all aspects of business and applied their knowledge and project planning to this live event.

Our students helped 13 teams from St Albans and Harpenden raise a staggering £22,000 by putting theory into practice. The final year Events Management students helped to promote the event through social media; posters, flyers and even the radio station Radio Verulam which was broadcast live from the event.



Students take to Lanzarote

A small group of undergraduate tourism students along with two lecturers from the Hertfordshire Business School visited the island of Lanzarote as part of their international field trip module. The purpose of this trip was to give the students a chance to observe the impact of tourism as an industry on the island; the future impacts that it may have for the island, and to compare this to the academic theory that they had studied in class prior to the visit.

Students were privileged to meet with members of the Lanzarote Business Association, who discussed tourism and the affect and influence that it has had on their lives and businesses. The LBA members answered student questions on their areas of expertise, provided them with advice for their future careers in tourism as well as for life in general, and really assisted in giving them an in-depth look at how tourism works on the island from a business perspective, thus building significantly on their knowledge of the industry as a whole.

For more information please contact Sarah Snell: s.snell@herts.ac.uk.



ITMB students visit IBM to enhance their employability skills

On Wednesday 15 January 21 first and second year ITMB students visited IBM Southbank, London in an attempt to enhance their employability skills during one of the most stressful periods of time in the job hunting process...the assessment centre!

Organised by University of Hertfordshire Alumni now working for IBM, the annual event aims to promote employability early in the curriculum to help prepare students for their graduate careers.

Student feedback proved to be very positive, including comments such as: "I learned a lot

and received invaluable knowledge about the IBM placement scheme. I now know more about what to expect from an assessment centre and how to prepare for interviews."

For more information please contact Dr Marija Cubric: M.Cubric@herts.ac.uk.



2014 Flare launch

The ninth annual flare competition launched during February this year, giving students and alumni the chance to turn a business idea into a reality. The competition provides entrants with lots of expert support and advice and has seen over 800 contestants since its launch in 2005.

Students enter the competition by submitting a video describing their idea. Successful students then go to round two where they submit a business plan. Eight successful entrants are then selected to pitch their business or idea to a panel of judges in the final round.

Last year Hertfordshire Business School saw three of its own Business Students, Chloe Hackney, Lauren Ash and Jacquelyn Bond, secure the title for 'Most Innovative Idea' winning a huge £5,000 to put towards their business development Petilicious (tasty doggy treats).

In addition to winning the cash prize, three finalists also receive one year's free membership to the Herts Chamber of Commerce Industry where Enterprise workshops and advice sessions in areas such as: planning, finances, intellectual property and publicity are shared.

To find out more visit go.herts.ac.uk/flare

ICAEW consults Hertfordshire Business School students on the future of Corporate Governance



Second year undergraduate students taking the Corporate Governance module were asked to critically review a thoughtpiece published earlier in the year by the Institute of Chartered Accountants in England and Wales (ICAEW) as part of their assignment.

Jo Iwasaki, Head of Corporate Governance at ICAEW invited the top five students, along with module leader Caroline Bailes, to visit the Chartered Accountants Hall to discuss their assignments. The students sat down for a round table discussion on the future of corporate governance where some excellent issues were raised. Caroline said:

"I was extremely proud of all of them – they all contributed their thoughts readily and made some very good points. It isn't often that students have the opportunity to be part of shaping the future of their subject area".

Did you know...?

If you graduate with a degree in BA Finance or BA Accounting and Finance you are eligible for exemption from Stage 1 of the Association of Corporate Treasurers (ACT) professional exams? Take a look at their website www.treasurers.org for information on Corporate Treasury as a career and ask your programme tutor for details of the exemption arrangement.

Did you know...?

The ACT has recently agreed to waive the £75 joining fee for Hertfordshire Business School students during 2014. Once enrolled, ACT student members receive complimentary issues of The Treasurer magazine (published 10 times a year). They are also eligible to attend conferences organised by the ACT – a fabulous networking opportunity!

Students nominate in this year's Dean's Awards!

Last year 50 students were recognised for their academic achievements during the 2013 Dean's Awards. This October the second ceremony will be taking place to help enhance the employability of our students. Students have the opportunity to nominate not only their peers but for themselves in this year's nominations! Nominations open Monday 3 March - Monday 31 March. To make your nomination visit: go.herts.ac.uk/DeansAwards





High flyers achieve AAT Certificate in Book-keeping

Fifteen high flying second year undergraduate accounting students, who had excelled in their first year Principles of Accounting module, were recently put through an intensive five day AAT book-keeping course culminating in two online tests, which they all passed! Staff and students really enjoyed the block delivery and many students commented that the qualification will dramatically enhance their CVs and increase their chances of securing valuable placements.

For more information please contact Robert Fletcher: r.fletcher5@herts.ac.uk.

Postgraduate Evening

On Thursday 27 February Hertfordshire Business School celebrated Postgraduate education by offering staff, students and potential Business School students, the chance to attend one of three Postgraduate sessions whilst enjoying canapés and champagne

The evening opened with an inspirational speech from Richard Wiseman who discussed 'The Luck Factor' and how those who think positively and set high standards achieve the best in life. The event, which was attended by 200 guests gave potential postgraduate students a sneak-peek into how a postgraduate course enhances career prospects.

Guests included the Pro Vice-Chancellor (Enterprise) and Director of Marketing and Communications, Julie Newlan and Dr Richard H Webb, who delivered the MBA Masterclass on why companies need a Chief Evolution Officer to manage innovation within the work place.

Hany Wells, Head of Postgraduate Development was extremely pleased with the turnout of the evening and thanked everyone who helped to make the night run so smoothly.

To find out more about our Postgraduate courses please visit: go.herts.ac.uk/Postgraduate



Student crowned as Britain's best higher apprentice

Daniella Di Stazio, a business apprentice at MBDA UK, Stevenage, has been crowned the best Higher Apprentice in British engineering and advanced manufacturing at the inaugural SEMTA (Science, Engineering And Manufacturing Technologies Alliance) Skills Awards. The Higher Apprentice of the Year had to demonstrate outstanding performance and achievement within their framework and be prepared to act as an ambassador for vocational education and training.

Judges, led by category sponsors Rolls-Royce, were also looking for commitment to achieving the best possible results and proof that the apprentice's work is making a demonstrable contribution to their employer's business.

"When I realised I had won, I was overjoyed. To win the award for the National Higher Apprentice of the Year 2014, especially being up against such talented young apprentices, is fantastic. It was an excellent evening by SEMTA, highlighting the achievements by men and women from all sectors, which means this award is even more special for me... I am grateful for the opportunities I have had on my apprentice scheme in order to get where I am, and hope I can help inspire people to consider apprenticeships when thinking about their own career opportunities".

Daniella is due to complete her Higher Apprenticeship in September. She has already

gained an NVQ level 3 and 4, and is currently studying a Business Studies Honours Degree at the University of Hertfordshire.





The Las Vegas #UHMemories Competition

Earlier this year, one lucky Business School student won an all-expenses paid trip to Las Vegas courtesy of Hertfordshire Business School Information Point. Godze Chuck submitted a video of her best memories at Hertfordshire Business School and tweeted #HBSMemories as part of the competition. Godze was also previously recognised with a Dean's Award in 2013 for Social Responsibility and Community Relations.

BA Tourism Management student wins £3,000 Scholarship money!

Ana Spajic, a first year BA Tourism Management student has been awarded with the 'Richard Walduck Tourism Management Scholarship' worth £3,000! The Richard Walduck Tourism Management Scholarship is awarded to the highest performing full time, UK/EU student undertaking their first year of the Tourism Management degree.

Based on semester 'A' results, Ana was recognised for having an average grade of 82%. If you would like to find out more please email Rita Andrews: r.andrews2@herts.ac.uk

Hertfordshire Business School stages The Home Straight with Lindsay Johns

Lindsay Johns, a writer, broadcaster and renowned public speaker delivered a motivational talk on Wednesday 25 February to a diverse group of students, alumni and staff on 'The power of language and why opportunities are like snowflakes' at this year's inaugural Home Straight. The speech from Lindsay was well received and hit the right notes with the audience who asked questions for Lindsay and a panel of seven successful alumni, with experience in seizing career and self-starting opportunities. It was a satisfying evening for all in attendance. The Home Straight will be an annual series with the objective of bringing inspiration to the start of final year undergraduate students, with the support of public speakers and the stories of Business School alumni.



Hi Guys,

My name is Hannah and I am the current Marketing Assistant working for Hertfordshire Business School. I hope you've all had a good start to the year!

Our students have been extremely busy this year, so in this issue of the student newsletter you'll read about our traditional student successes including student awards and also how our students have been working on projects such as The Dragons' Apprentice Challenge in an attempt to enhance their employability skills.

*Please feel free to email me any stories you want to see in the winter issue of the Student Newsletter:
h.oldfield2@herts.ac.uk or call on +44 (0) 1707 285419.*

Hannah

Editor's Letter



Follow us on Facebook at www.facebook.com/uohbs