

Young Strathclyde: Accelerate

Business Challenge

17th to 21st June 2024

Accelerate is a one-week programme, held at the University of Strathclyde, for pupils who have just gone into S5 and S6. It aims to provide a targeted focus on the pupils' chosen area of academic interest, giving them a head start on the road to their chosen career.

There are nine areas that you can choose from in 2024, depending on your career aspirations:

- **Business**
- **Chemistry**
- **Chemical Engineering**
- **Computer Science**
- **Education**
- **Electronic & Electrical Engineering**
- **Law**
- **Politics**
- **Product Design**

Teams of academic experts have put together week-long Challenges in each of these areas that will allow pupils to find out all about their area of interest and the career opportunities open to them. Led by undergraduate and postgraduate student mentors from the relevant fields, pupils will undertake a variety of group challenges, as well as attending career workshops and getting a chance to see what student life is like.

The Business Challenge: Outline

The Business Challenge has three main aims:

- To provide participants who aspire to a degree and/or career in Business with the opportunity to examine the theory and practical elements of subjects such as marketing.
- To allow participants to discuss career and academic options with professionals in their field of interest.
- To allow participants to take part in an interactive group business challenge (and a real-life example of a typical University project) that will allow them to put into practice many areas of the theory they will learn about during the week.

University staff and industry experts will be on hand throughout the week as a resource of advice and information and to support you through your group tasks.



Structure

- Initial sessions will feature business-themed, interactive team-building activities. This will be followed by an introduction to the challenge: Students will assume the role of a marketing manager who wants to launch a new product within a specific industry. Students will also undertake market research to generate ideas for product development to a specific target market.
- Workshops in key areas such as the marketing mix and buyer behaviour will then set participants up for assigning roles within the group and commencing the project management of their ideas.
- Day 2 will involve presentations from industry specialists in marketing. The afternoon will involve seminars led by industry specialists on careers and jobs in Business and the academic route into these areas.
- On day 5, all teams will pitch their ideas in a formal ten-minute presentation (including promotional materials to be used) followed by a five-minute discussion with the panel and any questions from the panel.

We are sure that this Challenge, by allowing you to project manage your own work and offering you a glimpse into the real world of Business will make you feel much more enthusiastic about Business and going on to study at University. Our Business careers and industry event will also allow you to see the future opportunities available to you and the whole week will offer you a taste of what it is really like to study at University.

The Business challenge has official accreditation on the SCQF Framework. This means that there will be some assessment on this challenge and, should you pass this, you will gain 5 credits at level 7. Level 7 is the same as Advanced Higher or first year University work.

What previous Business Challenge participants said about the programme:

“The Accelerate Business programme was an amazing experience and opportunity for me.”

“It was a great insight into the University and what Uni life is like. To me, it felt like a week-long open day which helped me understand the Uni and what I want to do.”

“It has taught me the different ways to get to Uni and what I will need, and how fun it can be if you go.”

“I really enjoyed it and gained new skills that will help me when it comes to applying to university.”

“I have made great friends and grown more confident.”

For further information, visit:

<https://www.strath.ac.uk/professionalservices/accessequalityinclusionsevice/wideningaccess/gettingready/accelerate/> or contact us at accelerate-programme@strath.ac.uk.