

**SHEFFIELD
BUSINESS
SCHOOL**



SHEFFIELD BUSINESS SCHOOL

**School and College
Outreach Offer 25/26**

**Sheffield
Hallam
University**

REAL EXPERIENCE. REAL NETWORKS. REAL SUPPORT.

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Outreach Website
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shu.ac.uk/sclo

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sclo@shu.ac.uk



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Sheffield Hallam
University Outreach Team

SHEFFIELD BUSINESS SCHOOL

Sheffield Business School exists at the intersection of education, industry and society, forging regional, national and international collaboration that aims to create a better world. Our high-quality, highly applied, accredited courses are delivered by academic experts, that help our students to thrive and make a positive impact as responsible leaders, entrepreneurs and global citizens. Through our research, innovation and enterprise, we support businesses and help them to create solutions to some of society's greatest challenges. Students get gold-rated teaching at an AACSB-accredited Business School in the global top 6%.

Our new purpose-built business school serves as a gateway to the city. It features exceptional teaching facilities, including a world-class financial trading floor, and flexible teaching and learning spaces that foster connections between businesses leaders, entrepreneurs and students.

We're proud of our Small Business Charter, and Business School Impact awards, which highlight our commitment to innovation, the local economy and preparing students for future employment and entrepreneurship.





OUTREACH OFFER

Discover the outreach activities we provide, tailored to support students in making informed decisions about university-level study

We deliver interactive, hands-on masterclasses for KS5 students from across the Sheffield Business School portfolio, aimed at deepening students' knowledge and understanding while offering a glimpse into academic pathways and university experiences. From a course talk covering the opportunities within the Sheffield Business School, to interactive masterclasses, taster days, or one-off sessions that can be arranged both on and off campus. Chat to us about your requirements, as we can often be flexible with dates and times. If you're working with KS3 or KS4 students, please get in touch to discuss the opportunities we can offer.

In addition, we often run bespoke events with external companies/charities, as well as themed days aligned to national events. Interested in finding out more? Sign up to our monthly mailing list and visit our events webpage by scanning the QR code.

To book, enquire or sign up to our mailing list, contact the team at sclo@shu.ac.uk



ACCOUNTING & FINANCE

Our accounting and finance course helps students to stand out to employers in the business world by gaining professional accounting qualifications alongside their degree. They will gain an understanding of accounting and finance within the business environment and develop the skills they need for a dynamic career.

Future career pathways include:

- Financial Consultant
- Financial or Business Manager
- Professionally Qualified Accountant
- Tax Specialist

BUSINESS MANAGEMENT

Studying Business Management means students acquire knowledge and skills equipping them in broad aspects of how organisations function, but allows for specialisation in topics that students are passionate about. Our Business Management outreach sessions offer prospective students an engaging introduction to the diverse career paths within this field.

Future career pathways include:

- Manager, director or executive roles
- Business consultancy
- Growth leadership

AVIATION

Students on our Airline and Airport Management course gain a deep understanding of the aviation industry, exploring everything from international regulation and aircraft design to safety, security, and sustainability. Whether their careers take off air-side, land-side, or with airlines, they'll be fully prepared for success.

Future career pathways include:

- Airline strategy, marketing and sales
- Airport security management
- Air cargo and logistics management





ECONOMICS

Our economics courses allow students to engage with the latest economic thinking using real-world issues, quantitative data, statistical packages, and econometric software. They will learn how to apply economic theory to the real world of business, preparing them for a career in a range of sectors.

Future career pathways include:

- Business/Data Analyst Consultant
- Economic Analyst Economics
- Researcher Economist
- Policy Developer

EVENTS MANAGEMENT

Events Management students learn to create memorable experiences across music, sports, weddings, charity events, and conferences, while exploring event design, marketing, operations, and the business of managing safe, sustainable events.

Future career pathways include:

- Wedding and luxury events management
- Festivals and music events management
- Business events, conference and exhibitions management

FINANCIAL SERVICES

Our financial services courses cover everything from the principles of investment, working with derivatives and managing risk, to Cryptocurrency and Blockchain, with emphasis on their application. We also offer a unique degree in financial trading and investment management which includes a qualification in investment management on top of their degree.

Future career pathways include:

- Financial Trading Investment Management
- Stock brokering Insurance

FOOD & NUTRITION

Food and nutrition specialists are always in demand, playing crucial roles in everything from product development to public health. On our courses students investigate aspects such as ingredients and diets, lifestyle and wellbeing, food processing technologies and food safety, and engage with some of the most important ideas and debates impacting our society.

Future career pathways include:

- Sports nutrition
- Public health and food quality
- Food product development

INTERNATIONAL BUSINESS & LANGUAGES

Our international business and language courses help students improve their language skills and cultural awareness, offering insights into global opportunities such as studying, working, and travelling abroad.

Future career pathways include:

- Translation and Interpreting
- Teaching
- Roles in large organisations where languages play a vital role alongside other skills

MARKETING

Marketing students learn how to understand customers, audiences and stakeholders. Marketing is a dynamic and evolving subject including consumerism, globalisation, experiential marketing, creating brand identities and the growth of digital media and influencer marketing. Students can become marketing specialists in this innovative industry and shape campaigns of the future.

Future career pathways include:

- Brand vision and strategies
- Social media content creation
- Consumer psychology
- Digital marketing management



REAL ESTATE

Our Real Estate students gain the skills to sustainably invest in, develop, and manage future places, with a focus on climate action, building homes, and promoting equality, diversity, and inclusion. They also gain hands-on experience in valuation, reporting, and real projects in collaboration with leading organisations.

Future career pathways include:

- Property developer
- Real estate consultancy
- Valuation specialist
- Investment manager

TOURISM & HOSPITALITY

Our students develop knowledge of international trends in global tourism and hospitality and skills for successful business operation. Experience is gained using our restaurant and kitchen facilities, with a focus on customer service and sustainable development, creating responsible leaders to drive future businesses.

Future career pathways include:

- Tourism product development and management
- Hotel and resorts manager
- Theme park and visitor attractions manager







EXAMPLE TASTER DAY

Mix and match to create a taster day bespoke to your student's needs.

Timings	Session
<div>09:45</div> <div>↓</div> <div>14:30</div>	Arrival & Welcome
	Sheffield Business School Overview Talk
	Taster Session #1
	Lunch
	Taster Session #2
	Feedback & Close

This is a sample programme for a full on-campus taster day. We can also accommodate half-day sessions, later starts for students travelling from further away, or carousel-style activities for larger groups, depending on room availability and academic staffing.

If you're unable to visit us, we're happy to bring our interactive taster sessions to your school or college.

Please don't hesitate to get in touch to discuss your specific requirements — we're here to help tailor the experience to your needs.



ADVICE AND TRANSITION OUTREACH ACTIVITIES

Supplement your subject specific sessions with general HE activities.

For Y12, Y13, and mature students, delivered in classrooms or assemblies

Own Your Budget:

A session on student finance, university costs and budgeting.

Beyond the Classroom: Your Journey Ahead

Explore higher education and plan your next steps.

Building your Brand:

Build skills for strong university and degree apprenticeship applications.

Student Life in Sheffield:

An insight into life at Hallam and student opportunities in Sheffield.





TEACHER AND ADVISER OPPORTUNITIES

Become part of our community and schedule a meeting to discover how you and your students can engage with our offer.

Sheffield Business School Teacher and Adviser Network

Join our network and connect with other teachers and advisers, academics and businesses, plus engage with CPD opportunities and join events that address contemporary business education topics.

Past topics have included:

- Global Entrepreneurship
- Work with Business
- Apprenticeships
- Employability
- Study Abroad

To find out more, get in touch at sclo@shu.ac.uk or follow the QR code to look at upcoming events for teachers and advisers.





ACCESS HALLAM

Helping students progress with confidence.

Our Access team is here to help your students feel excited about the opportunities that Sheffield Hallam can offer them. We'll show them what's possible and what happens next. Because we want to make sure that nothing holds them back from succeeding.

All our support is delivered through a range of programmes. Based on evidence and input from our students and their supporters, we design the programmes to address the diverse challenges people can face and give the support that individuals need.


Hallam Progress

Hallam Progress provides support for applicants whose personal circumstances might mean that there are barriers to going to university. By joining Hallam Progress, students will have help to guide them through the application process and get them ready to start learning at university. More information can be found at shu.ac.uk/progress

Black British Pathway Programme

This specialist programme has been designed by current Black British students studying at Hallam alongside Access team staff to ensure that future students and applicants feel welcome here and have the best possible start. With bespoke visits and tailored support we aim for participants to feel part of the community before even enrolling.

For more information, contact us at access@shu.ac.uk or 0114 225 4777.





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Sheffield Hallam University
Outreach Team