



Language and Business Competition: A Teacher Guide



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| Overview | | | |
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| <p>A school competition for Years 9 & 10 students who are studying French, Spanish or German.</p> <p>The project is designed to bring language learning to life, help build confidence and make learning a language exciting for young people. We hope to encourage them to continue with their language learning beyond GCSE and to understand the importance of languages in a business context.</p> | | | |
| Aims | | | |
| <ul style="list-style-type: none"> • Inspire the students to continue with their languages beyond GCSE • Make language learning interesting and exciting • Demonstrate the value of learning other languages and cultures in the working world • Build confidence at speaking their target language • Raise aspirations towards Higher Education • Show them all the different course options and languages on offer at the University of Leeds • Inspire students to choose to study Business or Business-related courses beyond GCSE. • Build understanding of the interdisciplinary skills that learning languages and/ or business can offer. | | | |
| In School Workshop 1 (End of Jan 2023) | In School Workshop 2 (Feb 2023) | In School Heats (by mid-March 2023) | On-campus Competition final (29 March 2023) |
| <p>A business inspired workshop delivered in English, at a time to suit the school. This will launch the competition and provide an explanation of the project and competition rules.</p> | <p>A French, German or Spanish mentoring session, at a time to suit the school, to support the groups with the language element and presentation for the competition.</p> | <p>The groups present their business pitch (in their target language) to their school or class and two winning teams are chosen, by teachers, to represent their school at the competition final.</p> <p><i>*Please note that the University will not be involved in the in school heats</i></p> | <p>The winning teams from each school attend the competition final which will include a campus tour, language taster sessions, language activities and the competition final!</p> |



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THE CHALLENGE!

Your students will need to split into **teams of 5** to develop their own business idea from a country of their choice where their target language is spoken. They will need to research this country to ensure their new business venture is successful, develop a plan and present this, using their target language (and English if necessary), to our business and languages judges at the competition final, held at the University of Leeds.

How do I select the group of students to take part in the project?

You will need to select approximately **30 Year 9 or 10** languages students to take part in this project from your chosen language (French, Spanish or German). **We can only deliver the in school sessions once, in a classroom setting to approximately 30 students from a single target language** (French, Spanish or German but please feel free to launch the competition to other groups if you wish).

It is up to you as to who you think would benefit the most from the sessions and experience. Previously, teachers have selected the following groups:

- Highest achievers from backgrounds least likely to attend Higher Education.
- Those who lack confidence and would benefit from the experience
- Those who cannot see the benefit in studying a language
- Those who would like more opportunity to practice (perhaps if you deliver this as an after-school club)
- Mixture of the above.

Once the in-school sessions have taken place you will need to select winners for the on campus final. However, if you are not able to deliver the sessions in school time or do not have the time available for



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the in-school heats, you could just select the two teams to bring to the on-campus final at the outset. The in-school sessions could then be delivered just to those groups after school.

In School Activities

During the project, the group of students that you have selected will be expected to participate in a number of in school activities.

The Launch Workshop – 1 hour

One of our trained Ambassadors or Education Outreach Fellows (a postgraduate student) will come to school to launch the competition with an explanation of the plan, the rules and what the judges will be looking for. They will also deliver a taster business workshop to students to help inspire them with their business idea. This workshop will be delivered in English.

Mentoring Workshop – 1 hour

This session will be delivered a few weeks after the launch of the competition and will focus on the language element of the presentation. Our trained Ambassadors or Education Outreach Fellows will help to support the groups with their ideas for the presentation and support them with the language part of their project. **Students will need to have started their business plan and presentation in their groups prior to this session so they are able to benefit fully.**

In School Heats

During the heats you will need to select the **two winning teams** to attend the final. The heats will be delivered solely by schools and it is down to the individual school to select the finalists. It is your choice as to how you select your finalists (e.g. you may wish to run your own heats and select from that or you may just choose the two teams that you feel have worked the hardest). You will only be able to select **two teams** to bring to the final. The two winning teams will be required to choose team names that will represent them at the final.





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Visiting the University – 29 March 2023

Following on from the in school sessions, the finalists that you selected (two groups of five students) will then be invited to our on campus event on **29 March 2023**. During the campus event, students will be able to take part in interactive language activities, they will learn about course options at the university and experience what it is really like to study those subjects. They will also spend time with current University of Leeds students and get to experience our vibrant campus. Lunch will be provided.

Sessions for the campus day are to be confirmed, but please see the below example schedule:

| | | | |
|-------|----------------------------------|-------------------------------|-------------------------------|
| 9.30 | Arrival and Registration | | |
| 9.45 | Welcome | | |
| 10.00 | Business Taster Session | | |
| 11.00 | Campus Tour | | |
| 11.45 | Lunch Refectory | | |
| 12.45 | Russian Taster Session | Italian Taster Session | Chinese Taster Session |
| 13.45 | Competition | | |
| 14.45 | Judges Deliberation | | |
| 15.00 | Feedback and certificates | | |
| 15.15 | Evaluations | | |
| 15.30 | Thank you and Goodbye! | | |



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The Presentation

Each group of five will present their pitch at the competition final and a winning group will be chosen by a panel of university judges.

- Groups will have up to 3 minutes to present their business case.
- Pitches can be presented as the group wishes (e.g. PowerPoint, handouts, visuals, prototypes)
- Groups may present in a mixture of their target language and English but additional points will be awarded for use of target language.
- When using their target language groups should translate into English so the business judges can understand. Extra points will be awarded for creativity!
- Bring all resources needed for the pitch with you (e.g. slides on a memory stick)
- Please ask each group to come up with a team name





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Judging Criteria

- Use of target language – They will have to use some of their target language during the presentation and it's up to them when they do this.
- Translation technique – Can everyone in the room understand them even if they don't speak their target language?
- Business plan – Explanation of the business, where are they located, who is their target market, how will they market the business, examples of signage or menus or website/leaflets/products (ideally these should be in target language).
- Innovation, creativity and visual aids
- Confidence – In pitching their idea and language delivery
- Enthusiasm

After the pitch, judges may ask simple questions in the target language and bonus points will be awarded if they are able to understand (extra bonus points if they attempt to reply in their target language – they can make mistakes, we don't mind!)

School commitment

- To participate in this event, you must be available to take part in all aspects of the competition, including the on-campus event at the university.
- This is a free event and schools will only have to pay for transport to the University and possibly any materials the students choose to use for their products/pitches.
- You should allow one hour for each of the in-school workshops (launch and mentoring). You will then need to allow approximately five hours/five lessons for the creation of the pitch and practice of the foreign language.
- **We can only deliver the in-school sessions once, in a classroom setting to approximately 30 students.** But please feel free to launch the competition to other groups if you wish.

Evaluation

Due new guidelines set by the Office for Students, the Arts & Social Sciences Outreach Teams at the University of Leeds now need to place greater emphasis on the evaluation of our activities. We would therefore be very grateful if you and your students could complete a pre-event questionnaire before the first workshop, a mid-point survey and a post-event questionnaire at the competition final. We would also like to, where students and parents agree, track your students through the Higher Education Access Tracker to find out whether your students go onto university or college, where they go and whether they get a job afterwards. Your students and their parents will need to complete a form to consent to this. This is not a requirement of taking part in the activity but we would be grateful if you could ask your students to take part and complete the necessary paperwork.