

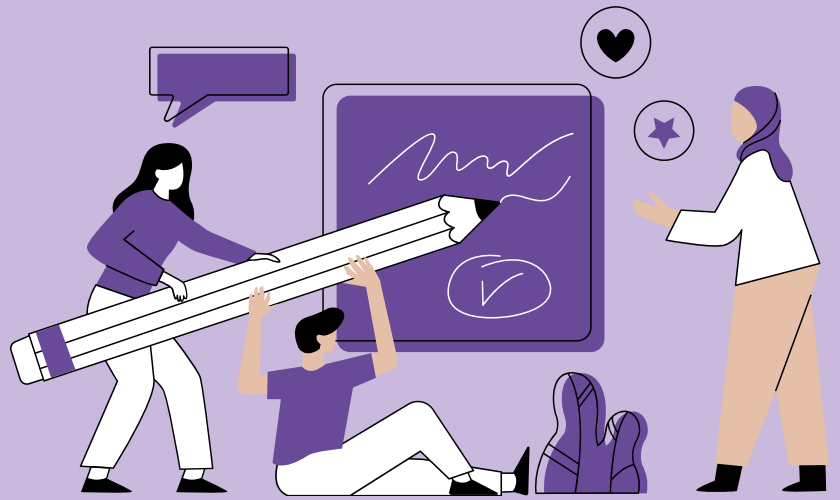


UNIVERSITY OF LEEDS

LANGUAGE & BUSINESS COMPETITION



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THE COMPETITION

The programme involves three parts, two in school and one on campus



PREPARATION WORKSHOPS

[FEB-MARCH 2024]

The business workshop, group work and language mentoring will be delivered over a single day, at a time to suit the school.

- **A business inspired workshop delivered in English, in the morning.** This will launch the competition and provide an explanation of the project and competition rules.
- **Business Case Preparation session** supported by our business students.
- **A French, German or Spanish mentoring session** to support the groups with the language element and presentation for the competition.



IN SCHOOL HEATS

[BY MID-MARCH 2024]

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.

**Please note that the University will not be involved in the in school heats*

ON CAMPUS COMPETITION FINAL

[20TH MARCH 2024]

The winning teams from each school attend the competition final which will include **a campus tour, language taster sessions, language activities and the business presentations!**



OVERVIEW

A school competition for Years 9 & 10 students who are studying French, Spanish or German.

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.**

1

Inspire the students to **continue with their languages beyond GCSE**

2

Inspire students to choose to **study Business or Business-related courses** beyond GCSE

3

Make language learning **interesting and exciting**

4

Demonstrate the **value of learning other languages and cultures in a business context**

AIMS

5

Build **confidence at speaking** their target language

6

Raise aspirations towards Higher Education

7

Show them the different **business and language course options** on offer at the University of Leeds

8

Build understanding of the **interdisciplinary skills** that learning languages and/or business can offer

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).

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

WHAT'S NEXT?

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 the in-school heats, you could instead **select 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, including workshops delivered by students from the University of Leeds.



LANGUAGE & BUSINESS WORKSHOPS

THE LAUNCH WORKSHOP - 1 HOUR

One of our trained Ambassadors (undergraduate students) or Education Outreach Fellows (postgraduate students) 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.

BUSINESS CASE PREPARATION

The students will need to split into groups of 5 to work on their business case ideas and presentations prior to the language mentoring session. Our students will be helping out for an hour, but you are welcome to allocate more time to your pupils to prepare their business case.

LANGUAGE WORKSHOP - 1 HOUR

It will focus on the language element of the presentation and our trained Ambassadors or Education Outreach Fellows will help to support the groups with their ideas for the presentation and the language part of their project.



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.

THE CAMPUS FINAL

20th MARCH 2024

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 20 March 2024**.

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	Language Taster Session (e.g. Italian, Mandarin Chinese, Arabic)
13.45	Competition
14.45	Judges Deliberation
15.00	Feedback and Certificates
15.15	Evaluations
15.30	Thank you and Goodbye!



THE CAMPUS FINAL

20th MARCH 2024

The two winning teams will represent your school at the campus final and will present their business pitch to the panel of judges.



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.

Translate target language 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**



JUDGING CRITERIA

The judging panel will be using specific criteria to assess which team has produced the best business pitch.



HOW WILL THE PRESENTATION BE JUDGED?

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

Before you enter the Language & Business Competition, please check you are able to meet the expected commitment to participate in the programme.

WHAT IS REQUIRED FROM YOUR SCHOOL?



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 pitches.



You should plan for **one half day or whole day off-timetable and allow one hour for each of the in-school workshops**. The rest of the day can be dedicated to 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. This is due to a limited budget.

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.