

Case Study of a Business Studies Event



“Keeping up with the Jones’s!” or BUSINESS LIFE at the TOP

In May 2008 Business Studies students from Malton School North Yorkshire visited five different locations in London to experience some of the rarer aspects of the business environment. The programme was organised by the Industrial Trust in partnership with Lorraine Ellison, a “Women in Business Ambassador” and The Institute of Directors Yorkshire.

Background

Malton School is an 11–18 years Science Speciality School whose history reaches back 450 years. It is situated in rural North Yorkshire approximately 20 miles north east of the historical city of York. Despite being a small school, 18 subjects are offered at Advanced Level including Business Studies.

The learning objectives

The 5 students involved were in their final weeks of a two year Business Studies course. Four out of the group were female. The visit was designed:

- to reinforce and build on learning about the wide range of skills required to run a business and to demonstrate that business now offered opportunities for women as well as men.
- to provide insights into the world of senior business leaders and the journey that they have taken to their present roles.

The visits

Day One (am). **Visit to Institute of Directors, Pall Mall, London.**

A thirty minute meeting with Andrew Main-Wilson, Chief Operating Officer of The Institute of Directors. Andrew gave a very inspirational presentation, suggesting how the students should play to their strengths rather than worry too much about their weaknesses. This was followed by a tour of IoD facilities at Pall Mall and a working lunch with Peter Patterson of the Polices Unit. Over lunch the practical aspects of the British economic situation and the importance Corporate Environmental Policies were explained and debated



Day One (pm). **Meeting with MD and Directors of Shiny Media, Shiny Shiny.com & OSOYOU.com**

Part of Bright Ventures Group, these Companies were set up by Sháá Wasmund, who was named as one of Management Today's “35 women under 35”, list of Britain's brightest young business stars of 2007. It is a very young, modern Group of Companies at the cutting edge of internet business. OSOYOU.COM clients include Marks & Spencer, Oasis & Miss Selfridge. Shiny Shiny is a gadgets website for young women; Shiny Media is the UK's biggest Blog Network.

Day Two (am). **Visit to The India Investors Summit.**

As guests of the Financial News at the Sheraton Park Lane Hotel., the students heard Lord Jones give the Keynote Address. They also met with a team from Thomson Reuters who explained that their \$5b business provided real-time information to Companies operating in the Financial Sector. They also listened to a presentation of a paper by Sam Pitroda, Chairman of the Knowledge Commission of India. Sam was Scientific Advisor to former Indian Prime Minister, Rajiv Gandhi and is a telecom guru.



Day Two (am). **Meeting with Digby, Lord Jones of Birmingham Kt, Minister of State for Trade & Investment.**



The Group visited the House of Lords at the Palace of Westminster as personal guests of Digby, Lord Jones. Lord Jones gave the party a 90 minute personal tour of the House, complete with an inspirational commentary throughout the visit.

Day Two (pm). **Visit to Anda Rowland, Chief Executive, Anderson & Sheppard, Savile Row.**

Anda is the only female Chief Executive in Savile Row. Her business contrasted markedly with the dot com businesses visited the previous day. Anderson & Sheppard have been Taylors to the Stars since 1906. They boast many celebrities as customers. Their 3 piece bespoke gentleman's suit starts at around £3,500. Add value to the product? Why not choose solid gold buttons for a blazer? Your family crest cast onto them, naturally!



Conclusion

The two day event provided a rare opportunity for the students and their teacher to glimpse into the world of senior business managers. Each member of the group took away useful advice and contacts which will help skill them for their future life and careers.

"..... May I also take this opportunity to formally thank you for your contribution to making the trip to London such an enjoyable and enriching experience for all those taking part, myself included....and were very grateful for the professional and efficient way in which you organised the event. We will remember the event always.....I look forward to working with you in the future."

Ms Ann Lester, Head of Business Studies Malton School

"Thanks again for the London trip; it really was an amazing experience."

6th Form Business Studies Student, Malton School.