

AberWorkshops: Aberystwyth Business School

Bringing our academic
experts to your
learners



What are AberWorkshops?

AberWorkshops give your learners an opportunity to learn from, question and even challenge our friendly and engaging Academic staff.

Our teaching staff will deliver high quality subject content to your learners, with the aim of not only increasing students' knowledge of the subject matter, but also encouraging them to consider future study within the disciplines of Business.

We have a variety of academic-focussed lectures/workshops in a number of different topic areas. Whilst all sessions are subject to availability, AberWorkshops are:



Flexible in duration



Suitable for small and large audiences



Deliverable to year groups 12-13



Available virtually



Available face to face in school or college



Available to be delivered on Aberystwyth University campus



Open to learners with no prior knowledge of the subject, as well as those with an interest in the field. Learners do not need to be studying business in school or college



To make a booking or find out more, e-mail
aberworkshops@aber.ac.uk

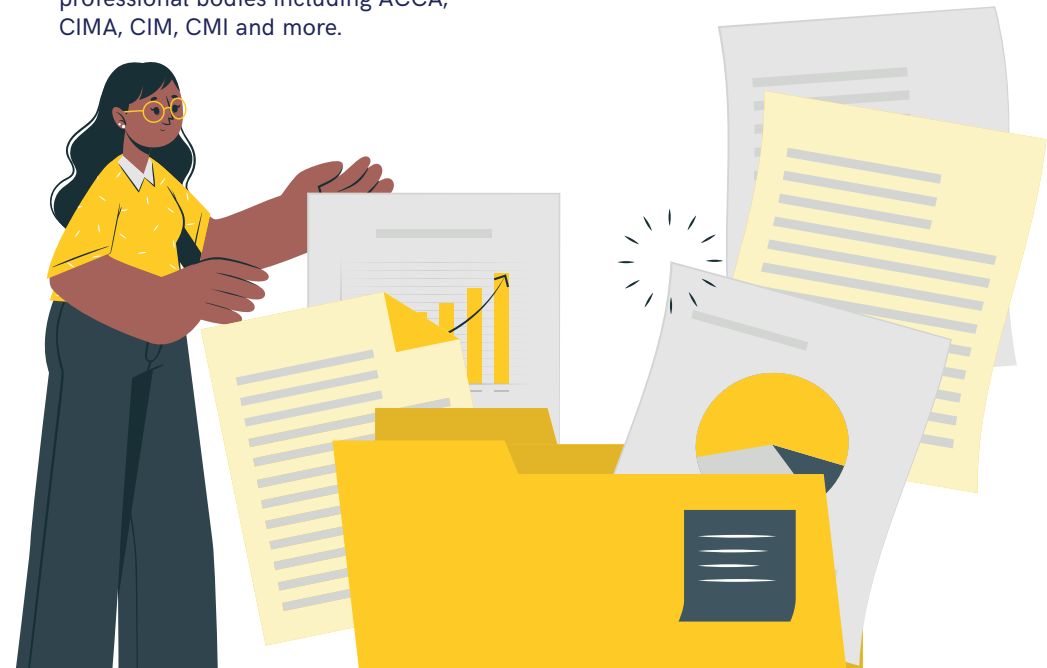
An introduction to Aberystwyth Business School

When you choose to study at Aberystwyth Business School you will study in a stimulating environment with lecturers who will bring their enthusiasm, skills and world leading knowledge to your learning. Our programmes aim to develop the next generation of leaders and entrepreneurs, and we ensure that you participate in an environment where you can learn, engage and co-create solutions to meet the demands of an increasingly complex and rapidly changing business environment.

The school provides a full-service delivery, allowing you to explore Accounting and Finance, Business Economics, Business Finance, Business and Management, Economics, Marketing and Digital Marketing components within your chosen degree course. You can be assured that our courses are amongst the best in the UK and are tested with major employers and leading professional institutes for real world relevance.

All our courses are professionally recognised and accredited by the major professional bodies including ACCA, CIMA, CIM, CMI and more.

While you are at Aberystwyth, you will be given every opportunity to build a CV that is attractive to employers who now expect 'technical' skills alongside competences such as leadership, resource management, creative enquiry and communication skills, which virtually all good jobs demand.



Business and Management AberWorkshops

How IKEA furnished the world, one flatpack at a time

This workshop will allow students to explore how a global business operates. It analyses how IKEA has been successful in different markets across the world. In particular it reveals the challenges IKEA has faced and continues to face in running its business in different countries.

EN

CY

IP

V

Do businesses really need managers?

This interactive session will equip students to understand the role of management within a business. What makes a good manager? Or a bad manager? The session will allow students to understand the importance of communication and decision making. Students will be asked to assume the role of a manager and make some decisions based on several real-world scenarios.

EN

CY

IP

V

Is doing good, good for business?

This workshop encourages students to question the role of businesses. Should businesses do good? Should businesses adopt green sustainability issues as a fundamental influence in their business operations? Is corporate social responsibility key to business success?

EN

CY

IP

V

Does Artificial Intelligence make business leaders redundant?

The influences of AI surround us but what is it like to work, manage and lead an organisation that uses AI. What does leadership in an AI enabled business look like? Are AI enhanced robots going to adopt the role of a leader. Can AI make better strategic business decisions than a human leader?

EN

CY

IP

V

How to run a business the Disney Pixar way

The lecture explores how Disney Pixar has created its business culture. It analyses the working practices of Disney Pixar and questions the transferability of the Disney Pixar way of doing business, to businesses in different industries.

EN

CY

IP

V

The 5 things not to do when starting a business

This interactive, practice-based workshop provides practical hands-on experience for students to feel what it is like to start a business. To create a visual image of a business start-up use will be made of the business model canvas - this will provide students with an opportunity to consider the key elements of a successful business start-up.

EN

CY

IP

V

Project Management, great successes and abject failures

A general introduction to Project Management. This interactive session introduces students to project management, from the initial planning all the way to launch. Students will discover how to turn ideas into successful projects by learning key skills like teamwork, time management, and problem-solving as they take on the role of a project manager.

EN

IP

V

Where is your business going - developing a business strategy

This lecture develops an understanding of the development of strategy and illustrates the importance of business strategy to the company itself, to various stakeholders and to the wider business community. The session examines the many, often conflicting, approaches to business strategy; explores how strategy functions within the wider internal and external business environment; and provides the skills and knowledge required to take effective and well-informed strategic decisions

EN

IP

V

Key:

EN

Can be delivered in English

IP

Can be delivered in person

CY

Can be delivered through the medium of Welsh

V

Can be delivered virtually

Marketing AberWorkshops

Introduction to Marketing

What is marketing and why is it important? This session develops an understanding of the way marketing planning takes place through the integration of various frameworks and real-life application

EN

CY

IP

V

The Marketing Mix

What makes a product fly off the shelves—or flop? In this engaging and hands-on session, students will explore the Marketing Mix. They'll learn how businesses use these elements to understand customers and create successful products. Through fun activities and real-world examples, students will discover how their favourite brands grab attention, set prices, and choose where and how to sell

EN

IP

V

Marketing Planning

This session highlights the importance of marketing planning and its application in marketing today. Students will look at various stages of a marketing plan from the initial "what is our current situation?" to finding out whether our plan was a success.

EN

IP

V

Marketing Communications

This session develops an understanding of the range of communications concepts, tools and practices required by organizations to market their products/services effectively. The module covers a range of communications processes and the contemporary marketing communications mix

EN

IP

V

Global Marketing taster session

Exploring and analysing how marketing has evolved during globalisation, and the responses that marketers have delivered as a result of the unique opportunities and threats.

EN

IP

V



To make a booking or find out more, e-mail aberworkshops@aber.ac.uk

Key:

EN

Can be delivered in English

IP

Can be delivered in person

CY

Can be delivered through the medium of Welsh

V

Can be delivered virtually



Economics AberWorkshops

Using Economics to Survive the River Ystwyth

Is an applied case study that introduces fundamental economic concepts while helping students learn about Aberystwyth. Through this engaging session, participants will explore core economic principles in a practical setting, applying them to a simulated survival challenge. The session consists of a 45-minute practical activity followed by a 15-minute Q&A, with students encouraged to ask questions throughout.

EN

V

Introduction to Microeconomics

Why do things cost what they do? What makes people buy one product over another? This session introduces students to the fascinating world of microeconomics—the study of how individuals, households, and businesses make decisions. It's a great way to start thinking like an economist and understand the choices we all make every day!

EN

IP

V

Introduction to Macroeconomics

What makes a country's economy grow—or struggle? In this session, students will get a beginner-friendly look at macroeconomics, the study of how entire economies work. They'll explore big-picture topics like inflation, unemployment, economic growth, and the role of government and banks

EN

IP

V

Key:

EN

Can be delivered in English

IP

Can be delivered in person

CY

Can be delivered through the medium of Welsh

V

Can be delivered virtually



To make a booking or find out more, e-mail aberworkshops@aber.ac.uk



Accounting and Finance AberWorkshops

The Weird and Bizarre Laws of VAT

The presentation looks at: at How VAT works- is collected?, the difference between input VAT and output VAT, the different rates of VAT, the different items that fall under the different rates and the implications of this- the weird and the bizarre!!!

VAT affects us all, it is a significant source of revenue for governments worldwide and helps fund public services and infrastructure, it is a tax that everyone has to pay when they consume goods and services as it is included in the price and VAT registered businesses must charge VAT on their sales and can claim VAT on their purchases, affecting pricing and accounting practices.

EN

CY

IP

V

Refinitiv Eikon: Unlocking the Wonders of the Financial World

EN

IP

This workshop aims to help students simplify complex financial data and gain a deeper understanding of the dynamic and interconnected world of finance; is designed to introduce students to Refinitiv Eikon-a global platform that provides real-time financial market data, company fundamentals, news, and analytics. Through hands-on experience, students will learn how to find relevant financial information, analyse debt and equity securities, track economic indicators, and monitor currencies.

Key:

EN

Can be delivered in English

IP

Can be delivered in person

CY

Can be delivered through the medium of Welsh

V

Can be delivered virtually

Sources of Finance

Dive into the world of money! This interactive session will explore where businesses get their cash from, whether it's investors, loans, or crowdfunding, and how it all works in real life

EN

CY

IP

V

Bookkeeping

Want to know how businesses keep track of their money? Join this interactive workshop to discover the basics of bookkeeping, from keeping records to balancing the books like a pro!

EN

CY

IP

V

Profit vs. Cash Flow

Can a business make a profit but still run out of money? Let's find out! This interactive session will help you understand the difference between profit and cash flow with real-life examples

EN

CY

IP

V

Ratios

Numbers that tell a story! In this interactive workshop, you'll learn how ratios can unlock secrets about a company's health, from how much it owes to how profitable it is.

EN

CY

IP

V



To make a booking or find out more, e-mail
aberworkshops@aber.ac.uk

Aberystwyth Business School,
Hugh Owen Building,
Penglais Campus,
Aberystwyth University,
Aberystwyth,
Ceredigion, SY23 3DY

+44 1970 62 2500
Business-school@aber.ac.uk
/AberBusinessSch

Designed and produced by
Global Marketing and Student Recruitment,
Aberystwyth University 2025.

