



UNIVERSITY *of*  
WORCESTER

# TALKS AND MASTERCLASSES

FROM THE UNIVERSITY OF WORCESTER

2024/25

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# Introduction

The University of Worcester is a friendly, close-knit and high-achieving community of learners.

## About the University of Worcester

Our courses are designed with future careers in mind, and there are opportunities to access work placements, volunteering, and earn-as-you-learn jobs relevant to different courses. All this means that the University of Worcester has one of the best records of graduate employment in the country.

Our focus on small-group learning means students get to know lecturers and classmates from a range of backgrounds and learn from them in a range of situations, including seminars, tutorials, workshops and practical skills sessions.

## How we can help your students

We offer many different talks, taster days and workshops to help your students prepare for their next steps.

With subject-specific options as well as general University Life sessions, our Schools & Colleges Team can support you to provide comprehensive advice and support to your students. Face-to-face and virtual events can be hosted by the team.

## NUMBER ONE

Top University in England (excluding specialist institutions) for sustained employment, further study or both, three and five years after graduation.

*Longitudinal Educational Outcomes Survey 2022*

## 96%

of Worcester graduates in work or further study 15 months after graduating.

*Graduate Outcomes survey 2022*

## TOP 5

in the UK for Quality Education.

*Times Higher Education University Impact Ratings 2022*

This booklet gives an overview of our 2024/25 academic masterclass sessions designed for Year 12 and 13 students.

For more information or to book, please email us [schoolsandcolleges@worc.ac.uk](mailto:schoolsandcolleges@worc.ac.uk)

# BUSINESS, MARKETING AND ACCOUNTING

## Conducting business responsibly

In this session, we will explore how organisations can achieve a sustainable competitive edge through responsible business practices, with a special emphasis on environmental stewardship. We'll discuss the strategic advantages of conducting business responsibly and contributing to a better future for the planet.

## Building resilience and overcoming adversity

Resilience is both the ability to recover from setbacks and adapt to challenging situations, as well as the ability to maintain focus on your goals and avoid being side-tracked by your environment. This masterclass focuses on building mental and emotional strength to withstand stress and adversity. Participants will explore techniques for developing resilience, including mindfulness, stress management, and self-understanding. By the end of the session, attendees will be equipped with tools to navigate life's challenges more effectively and focus their attention more productively.

## The role of motivation in behaviour and performance

This session will provide a clear understanding of how both intrinsic and extrinsic motivation influence behavior and performance. We will explore strategies to harness the value of both personal and organisational outcomes through deploying motivational techniques in various contexts.

## Are influencers the new celebrities?

This session will look at the rise of the social media influencer and the role they play within public relations. Some influencers have built up followings in the many millions, making them a powerful tool for getting PR messages out to key audiences.

## Management Accountants: Climate Heroes?

It may surprise many people to know that accountants can be influential in supporting organisations to achieve their net zero goals. This session looks at how accountants can influence the management decision making and the impact businesses have on the environment, through the power of performance measures and targets.

## The Stock Market and how it works

We are all aware of the 'stock market' but most of us do not understand how it functions or know what types of assets can be bought and sold. In this session, we will briefly discuss these topics and there will also be a short multiple-choice quiz.

## Current and future application of augmented reality

This interactive taster session explores the world of augmented reality. Using smartphones, students will uncover present and future applications as they engage hands-on with AR-powered mobile apps.

## Instagram design challenge

This interactive session will let students take on the challenge of designing an Instagram campaign for a fictitious company. By utilising the computers on campus, students will get a hands-on experience and a real taste of what it's like to study marketing at the University.

## How far will technology take us?

We are living in a world of continuous disruption, where advances in technologies like artificial intelligence (AI) and brain machine interface (BMI) are driving modern innovation. Although many of these innovations are currently visible like driverless cars, digital home assistants and personalised recommendations on Netflix, their full impact on society has yet to be felt. During this session we will explore potential advances in these technologies, to provide insight into how far they may take us.

## Business taster day

This taster day is designed to give an overall insight into what it would be like to study Business at the University of Worcester. The taster day includes interactive subject specific workshops, opportunities for the students to ask questions, meet the teaching team and take a tour of the University campus and facilities. A custom itinerary can be created for your visit, and timetables can be adjusted to suit group sizes/year groups. We can offer this as a whole day or half day option.



# COMPUTING

## Preparing for a career in Computing

In this informative talk, students will delve into various career opportunities and learn about the pathways to enter these dynamic professions.

## Exploring energies

This on campus session explores 'carbon zero' power sources through running interactive simulations we have created using the Unreal-5 video game engine. The session uncovers the most important factors in designing a power source and obtaining estimates of the power available, by answering questions like: *"How many University buildings can be powered by a turbine located in the River Severn in Worcester?"* or *"How many homes could be powered by a turbine retrofitted into Diglis Weir in Worcester?"*.

## Text Mining with social media data

It is estimated that nearly 330 million terabytes of data is being generated daily online. Much of this is in social media platforms, such as Facebook, X (Twitter). This interactive session explores how to apply text mining methods to data taken from popular social media websites (X, Reddit, etc.) to gain an understanding of what is being said and the sentiment behind it.

## Mobile application design challenge

In this interactive session, participants will take on the challenge of designing a mobile application, which helps support students new to a university. Engaging in brainstorming, meticulous designing and persuasive pitching, students will design an app with carefully considered features, functionality and user-friendly navigation.

## Computing taster day

This taster day is designed to give an overall insight into what it's like to study Computing at the University of Worcester. The taster day includes interactive subject specific workshops, opportunities for the students to ask questions, meet the teaching team and take a tour of the University campus and facilities. A custom itinerary can be created for your visit, and timetables can be adjusted to suit group sizes/year groups. We can offer this as a whole day or half day option.

# ARTS

## Course highlights

Our informative talk gives an in-depth look at School of Arts. Students will gain insights into the exciting opportunities available on our courses and explore successful graduate destinations.

## Crate Expectations: Game Art Asset Creation

A workshop exploring environmental storytelling, pipelines and techniques using the ubiquitous game world crate!

## Journalism - breaking the news

It's a time of some of the biggest news headlines in recent history and unprecedented social and political events. And yet interest in news is in decline, as is trust in news media thanks in part to fake news and bad news fatigue. At the same time audiences are changing how and when they consume news, wanting and expecting to find out what's happening immediately via their phones rather than relying on traditional media platforms. In this session, students will explore some of the issues affecting news journalism today and how reporters and editors are reacting.

## Dance Theatre technique for performance and auditions workshop

This two-hour workshop focuses on developing technical and embodiment skills to deliver outstanding performances and auditions. It includes working on a piece of repertoire and a mock audition. Students will also get the chance to learn more about studying dance at degree level, including the wide range of career options after graduation.

## Game Art careers

Game Art academic team will discuss the range of careers within Game Art and related disciplines.



# GEOGRAPHY AND ENVIRONMENTAL SCIENCE

## Geography careers

Geography graduates are highly sought after because they possess a wide range of skills and qualities greatly valued by employers. This talk details the fantastic career opportunities for Geography graduates.

## Environmental Science careers

Graduates with a background in environmental science are in high demand as the world transitions to a green economy. In addition to specialist knowledge and skills, environmental professionals have a key role in influencing organisational-level decisions. This talk details the fantastic opportunities available to students considering a career in environmental science.

## Walks on a glacier with VR

This immersive virtual field trip takes students to the Moiry glacier in SW Switzerland. Here, they will walk from the car park upvalley and onto the glacier. On the route, they will see impressive moraines from the Little Ice Age, ice-smoothed bedrock (and some excellent striations!), talus (scree) and slope failures. There is also evidence for human modification of the landscape. This session uses computers and VR headsets.

## Explore Cwm Idwal in VR

Cwm Idwal is a classic cirque situated within the Eryri (Snowdonia) National Park in North Wales. This immersive virtual field trip explores the range of glacial and periglacial landforms present. Other than the cirque itself, students will see ice-smoothed bedrock, a glacial trough (U-shaped valley), moraines, rockfall, the summit-blockfield and tors. This activity can also be used to support and extend in-person fieldwork at this popular site.

## Climate change and glaciers in the European Alps

This talk explores climate change over a range of timescales, from the Last Glacial Maximum (~22,000 years ago) through to the present day. No prior knowledge of glaciers is required. Glaciers in the European Alps are retreating at an alarming rate, which has implications for those who rely on them and the meltwater they release. What does the geological record of past glacier fluctuations and climates tell us about the significance of the current situation?

## The science and politics of the climate crisis

This session relates directly to UN Sustainable Development Goal 13 (Climate Action) and first looks at the physical basis of global warming and then explores some of the political challenges and barriers to an integrated response in the UK and globally. Sessions only covering the science of the politics of climate change can be arranged.

## World on Fire: Wildfires

This talk examines the human and natural causes of wildfires, with specific reference to the 2023 events. Students explore the relationship between wildfire intensity, frequency and climate change. This is followed by an interactive debate on the ecosystem approach to wildfire mitigation.

## Coastal Management in the UK

Coastal areas are environmentally sensitive and economically valuable. The need to develop holistic and sustainable risk management approaches to coastal areas has been recognised. This talk reviews different approaches and investigates solutions for a sustainable management of the coastal zone. The talk is followed by a practical session based on conflict and collaboration of stakeholders using the case study of managed retreat.

## Planning sustainable cities

We live in an increasingly urban world and a key global challenge is how cities are planned to develop in ways that are sustainable, equitable and resilient. This talk explores how planning addresses these key challenges of urban development in British cities. It examines what a sustainable urban future means in practice and whether current planning approaches support this goal. The talk provides opportunities for discussion of current planning issues and can be extended with a practical planning exercise.

## Understanding rural places

This session is about how we can 'do geography' in rural places of the developed world. It provides some facts and myths about rural towns and villages using music, art, literature and film. It covers what to investigate when out in the field, such as social inequality, community, globalisation, economic change and sustainability. Regeneration, rebranding and diversification of rural places can also be discussed.

## Earth Observation: Imaging a changing planet

Earth Observation (EO) is becoming an ever more important source of data for both human and physical geographers. Satellites produce images covering large parts of our planet, while in contrast drones can show the Earth's surface in great detail. During this session, students will look at the uses, advantages and disadvantages of the different EO techniques and learn how images can be used to observe changes such as the retreat of glaciers, the extent of flood water and the growth of cities.



## Wildgoose Nature Reserve: setting conservation priorities

Wildgoose Nature Reserve, although small, has a great diversity of habitat, including wetland, sandy areas and woodland. The site, which was formerly a sand and gravel extraction pit, was recently acquired by a care farm, after decades left to its own devices. The care farm and stakeholders have many decisions on how best to manage the site for wildlife, while also providing ecosystem services. This case study provides insights into the processes required to make conservation management decisions.

## Setting biodiversity conservation priorities: processes, considerations, implications

Setting biodiversity priorities has always been important for effective conservation management. However, with the impact of global climate change, the awareness of biodiversity crisis, and the recognition of the value of biodiversity and ecosystem services to human kind, this is now more important than ever. This masterclass will examine the traditional tools for identifying priorities and will compare these to emerging issues and considerations for future priority setting. Students will discuss how their thoughts and priorities may differ to those of others.

## Species adaptations to environmental conditions: case studies and discussion

Using case studies and online research exercises, this workshop explores the adaptation of species to their environment, the relationship between these and the species' distribution, and how it may be necessary to include this during conservation decision making.

## Planning an ecological monitoring programme

Using a suitable part of a school's campus or a neighbouring field site, this 3 hour workshop allows students to explore and discuss what they might monitor, why it may be important to do so, and how this could be undertaken using either traditional sampling techniques or by employing new technologies.

## Geography and the Environment taster day

This on campus taster day provides an insight into what it is like studying Geography or Environmental Management and Sustainability at the University of Worcester. All our activities are designed and delivered with the hallmark enthusiasm and interactivity for which our courses are renowned. The taster day also includes opportunities to meet the teaching team and take a tour of the University campus and facilities. A custom itinerary can be created for your visit, and timetables can be adjusted to suit group sizes. We can offer this as a whole day or half day option.



# SPORT AND EXERCISE SCIENCE

## Applied Anatomy and Physiology

An option of two sessions that cover factors that affect participation in physical activity and sports performance. The sessions will cover more complex aspects of each topic.

1. A session on the body's systems that includes coverage of the cardio-respiratory system, the neuro-muscular system, the musculo-skeletal system and energy systems.

2. A functional anatomy session to include identification, palpation, and functional understanding of the musculoskeletal system to better understand the movement capabilities of the body. Content will include a review of the major bones, joints, and muscles of the body and will consider a range of movement, flexibility, and strength capabilities of the participants.

## Biomechanical Principles

In this session, students will be involved in developing their knowledge of biomechanical principles that affect sporting performance using the biomechanics lab at the University of Worcester.

Sessions can cover; Biomechanical principles, Levers, Linear motion, Angular motion, Projectile motion and Fluid mechanics.

## Strength and Conditioning

In this workshop, students will experience and develop their knowledge of different areas of Strength and Conditioning that are used to monitor and enhance athletic performance across different levels of sport. These sessions can cover areas such as fitness testing, injury prevention strength work such as balance, deceleration and eccentric exercises, core training for athletes, training load monitoring, and Olympic lifting.

## Sports Psychology workshop

This session is an opportunity for student athletes to explore insights into the mental aspects of sports performance, such as managing stress on court, enhancing focus, and building resilience for training and games. By understanding and applying sports psychology principles, student athletes can improve their mental toughness, which is crucial for performing under pressure. Additionally, these workshops often provide practical techniques for goal setting, visualisation, and maintaining motivation, all of which can lead to better performance and a more positive sporting experience.

## Nutrition workshop

This workshop is an opportunity for student athletes to consider how they can optimise their athletic performance and overall health. These sessions provide valuable insights into how proper nutrition can enhance energy levels, improve recovery times, and support muscle growth and repair. By learning about the right balance of macronutrients, hydration strategies, and timing of meals, student athletes can tailor their diet to meet the specific demands of sport. In addition, our sports nutritionists can address common dietary myths and provide evidence-based recommendations, helping you make informed choices. A sports nutrition workshop can equip your student athletes with the knowledge and tools to fuel their body's effectively for sports performance.

# PE AND SPORTS COACHING

## Inclusive Practice in Coaching and Teaching

This workshop will develop student's knowledge regarding inclusive practise. The session will see students engage with inclusive models thereby raising awareness regarding potential barriers and solutions. Students will be challenged to implement inclusive models and adopt appropriate adaptations within a sport, physical activity and/or physical education context throughout the workshop with the aim to developing students' confidence in catering sessions to be more inclusive in the future.

## Analysing practice in coaching and teaching performance

The workshop will develop student's knowledge in analysing performance via video, software and apps. This interactive session will involve students in observing, analysing and reviewing performance in competitive situations.

## Improving Sports Performance: Basketball, Cricket, Football, Rugby and Netball

A practical session developing students' range and quality of skills working with the University of Worcester Sports Performance Coaches in basketball, football or netball, to develop student's practical performance.

## Leading in Sport

In this workshop, we will examine what it means to be an effective leader by exploring different leadership styles and approaches. In doing so, this workshop will cover key leadership theories (i.e., situational, transformational, and transactional) and analyse the benefits and potential drawbacks of each approach.

## Visit days

If you are looking to visit the University, we are able to offer bespoke sports visit days for Year 12 and 13 students.

These can cover a wide range of topics including; Game Based Learning, STEP - Inclusive sports practice, Analysing elite sports performance, Playing adapted sports and Para sports experience.

# SPORTS THERAPY

## Hand and Wrist masterclass

This session explores the anatomy of the hand and forearm and introduces some common wrist and hand injuries. The role of a Graduate Sports Therapist in the assessment and management of these injuries are discussed. Longer sessions will session explore the full scope of a Graduate Sports Therapist and include practical tasks relating to the treatment and rehabilitation of common hand and wrist injuries.

## Ankle masterclass

This session explores the anatomy of the ankle and lower leg and introduces some common ankle injuries. The role of a Graduate Sports Therapist in the assessment and management of these injuries are discussed. Longer sessions will session explore the full scope of a Graduate Sports Therapist and include practical tasks relating to the treatment and rehabilitation of common ankle injuries.

## Sports trauma and spinal injuries

This session will explore sports injuries and how to recognise and manage them at the time they occur. The session will focus on spinal injury and include a practical activity around spinal boarding.

## Concussion in Sport

This session will explore the recognition and assessment of sports related concussion (SRC). The session will discuss signs and symptoms of SRC and include practical activities focussing on concussion assessment.

## Sports Massage

This session will allow students to gain hands-on experience of the basic techniques and principles of sports massage on the lower limb. This session will include theory, demonstration, and hands-on practice of sports massage.

## First Aid in Sport

This session includes CPR and defibrillator use. The session will cover how to assess an unconscious patient and how to respond if they are breathing or not breathing. The session will also explore cardiac conditions in sport.





# ALLIED HEALTH

## Health Care professions taster day

Students will experience the professions within 'Allied Health' through the University of Worcester's immersive scenario day. They'll witness a patient experience an acute medical condition and delve into the collective expertise of professionals working to support the treatment, management and recovery of patients; within a scenario which reflects contemporary healthcare. This enriching day unites diverse perspectives, showcasing the integral contributions of healthcare professionals. Professions include: Paramedic Science, Diagnostic Radiography, Dietetics, Physiotherapy, Occupational Therapy, Operating Department Practitioner and Social Work.

## Children and young people's mental health and wellbeing taster activity

Students interested in developing a career working with children and young people to support their mental health and well-being can participate in this informative and interactive workshop. The activities will include discussions around factors that impact mental health and well-being, an overview of what is happening nationally, and the opportunity to try therapeutic creative activities. The workshop will also explore possible career opportunity paths and highlight children's and young people's rights.

## Health and Social Care across the Life course taster activity

If you are interested in developing a career that looks at both Health and Social Care and how staff can support social and health needs across the life course may find this interactive workshop informative. The activities will focus on discussions on the current state of health and / or social care, what different needs at different stages of the life course can involve and how students on a Health and Social Care course can help shape the present and future of a dynamic sector. There is the opportunity to explore career opportunities and progression routes available with this qualification. Suitable for group sizes between 5-30 students.



# NURSING

## Entry into Nursing workshop

This one-and-a-half-hour interactive workshop is run by the University's Adult, Children's & Mental Health Nursing team. The purpose is to inform prospective students of the University of Worcester Nursing courses, entry requirements, selection process, course contents and post-qualification career opportunities.





# LAW AND POLICING

## Tort Law and an Introduction to Occupier's Liability

This session looks at what the Law of Torts involves and introduces the area of occupier's liability. The session considers the two core pieces of relevant legislation and utilises problem-based scenarios to apply knowledge.

## An introduction to the English and Welsh legal system

This session offers an introduction to the English and Welsh Legal system, the rule of Law, sources of Law and the Courts and Tribunals structure. This session also includes an interactive law-making exercise.

## Professional Policing Career Pathway workshop

This informative workshop will explain how to get a career in policing and provides students with key information in relation to the available entry routes, application process and eligibility criteria for the role of a police officer within the Home Office Police Forces in England and Wales. This one-hour workshop will also explore alternative roles within the police service and the role and function of wider law enforcement agencies in the UK, with signposting to some useful websites to support their career research.

## Professional Policing - Use of Force

Knowledge of police use of force tactics and associated lawful decision-making is essential in policing. In this workshop, students will start to learn the basics of the underpinning legislation governing a police officer's use of force as well as participating in an interactive session on appropriate tactics for conflict management and the application of various force to achieve policing outcomes and public protection.

## Professional Policing – Taster Day/ Half Day Campus Visits WITH Taster Days

This taster day is designed to give an overall insight into what it would be like to study professional policing at the University of Worcester. The taster day includes interactive subject specific workshops, opportunities for the students to ask questions, meet current undergraduate students, the teaching team and take a tour of the University campus and facilities. We can offer this as a whole day or half day option, and timetables can be adjusted to suit group sizes/ year groups.

Please note: The team will require a minimum of 2 months notice to organise the event.

# CRIMINOLOGY

## Media Representations of the Criminal Justice System

A contemporary investigation of the relationship between the media and criminal justice agencies. Students will consider how the media interacts with and represents agencies such as the police, the courts and prisons and consider how this shapes public opinions and understanding.

## Criminology and the Environment

An introductory session exploring key theoretical perspectives and concepts of accountability, responsibility and regulation through appreciation for various case studies (such as marine plastic pollution crisis).

## Analysis of current criminal issues in society

This session will consider recent criminological news stories with a view of analysing these as a criminological standpoint and how they may impact various different audiences.

## Introduction to Youth Crime and Justice

This session will introduce students to the subsection of the criminal justice system that is designed for individuals aged between 10-17. In looking at this, the need for and impacts of this will be analysed and evaluated.

## A world full of hate? Making sense of hate crime locally and globally

This session will reflect upon what is meant by 'hate' in our current political and social climate. This will draw upon criminological theories and contemporary local/global events thus exposing the myths and stereotypes which has been allowed to persist due to influential figures, motivations, and the role of the media.

## Structural Inequalities - how austerity kills

This session will expose how influential figures have impacted the lives of hidden figures of austerity. This will reflect upon the neo-liberal economy which emerged in the late 1970s and assess how this has been instrumental in impacting the lives of millions in which many have lost their lives and those responsible go unpunished.

## 'Against Social Progress: Reactionary Groups and Right Wing Ideologies'

This lecture covers a range of grass-roots and political movements aiming to counter or challenge social progress. Such groups often represent right-wing ideologies and align themselves with conceptions of nationalism. How does reactionary politics impact our society?

## 'Crime, Media and Misogyny: Representations of Women as Victims and Perpetrators.'

This lecture asks: 'why are women in crime media represented in such a different way to their male counterparts?' To what extent are stereotypes fuelled by corporate media, and how does this effect the efficacy of criminal justice processes?

## Criminal Profiling - what do we look for when trying to catch a criminal?

This session will apply psychological and behavioural theories to analyse criminal behaviour, including the study of personality traits, offender typologies, and developmental factors, and to learn how to examine crime scenes, interpret behavioural evidence, and use victimology to construct a profile of the likely offender.

## Justifying Punishment - Is punishment effective in the 21st Century?

This session aims to increase understanding of the concept of punishment and its function within the criminal justice system. To identify and describe the major theories justifying punishment, including retributive, utilitarian, and restorative justice approaches. Finally, this session will discuss recent trends, such as shifts towards rehabilitation, restorative justice, and sentencing reform, and the challenges posed by issues like racial disparities and human rights concerns.



## Requests and bookings

To book a talk or masterclass listed in this booklet, or to enquire about a bespoke session for your students, please email [schoolsandcolleges@worc.ac.uk](mailto:schoolsandcolleges@worc.ac.uk).



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