

BU

Bournemouth
University



BU UPDATE

Autumn 2017

for teachers and advisers

The value of Higher Education

The Chief Executive of Universities UK, Alistair Jarvis, has recently issued a call to universities to address the challenges they face in communicating how they enrich society. He urged universities to demonstrate that their value goes beyond employability to offering transformational experiences to individuals and communities across the world.

At BU we believe our approach called 'fusion' – the combination of inspirational teaching, world-class research and the latest ideas and experiences from professional practice – has a positive impact on society in many different ways.

Jarvis identifies three myths:

Getting a degree isn't worth it, you're better off not going to university

Statistics show that graduates have higher salaries on average than non-graduates, and that they are less likely to be unemployed.

At BU, we're proud to be in the top five universities in the UK for boosting graduate salaries according to *The Economist**.

The rankings look at expected graduate salaries five years after graduating and the 'value added'



by universities, which gives graduates higher salaries than would otherwise be expected.

Universities are ivory towers only benefitting the elite

Universities contribute £73bn to the UK economy and support more than 750,000 jobs across the country. They provide cutting-edge research that can change lives and impact communities across the world.

BU, its staff and students contribute more than £1m a day to the South West region (£378m a year) and £252m to the local conurbation.**

Universities focus only on international links to the detriment of local people

On- and off-campus spending by international students generates almost £26bn a year for the UK economy and the international communities created by students and academics from other countries further enriches student experience and builds relationships that go beyond graduation.

Jarvis concludes "Universities are positive and powerful institutions delivering deep and lasting value to communities in all corners of the world. Universities are forces for good in our world."

*Rankings published by The Economist in August 2017

**BU's Regional Impact Study 2013

Spotlight on new courses for 2018

What better way to kick off a new term with some information about our new courses on offer in 2018?



BA (Hons) Digital Creative Industries

This is one of the newest degrees in the UK to combine games design, visual effects and computer animation. It has a broad range of disciplines that will be covered across topics such as computer animation, visual effects and games design.

It focuses on graduate skills allowing students to be able to move into a broad sector of industries and take on creative roles that will ultimately enable graduates to become the creative leaders of the future. Students will be equipped to be involved in production as well as gaining transferrable skills that will enable them to be an effective member of creative production teams.





BA (Hons) International Tourism & Hospitality Management

Underpinned by our internationally recognised teaching and research in tourism and hospitality, this degree is suitable for those with career aspirations related to global hospitality and the wider travel and tourism industry. It will provide students with an understanding of the origins, development and organisation of the tourism and hospitality industries.

Focusing on international issues means students will understand how to survive and thrive in a competitive environment, and be well-placed to secure graduate positions in the UK or overseas. They will also have the opportunity to learn a new language, as well as take part in residential fieldtrips in the UK and overseas.



Students can also expand their horizons by spending some time studying abroad with one of our 40 partner institutions in the USA, Australia, Europe and Asia.

UCAS top tips

As you and your students' focus starts to turn to applying to university, we thought it would be timely to provide some guidance on how to make the most of your personal statement for two of our most popular courses.



Adult Nursing

Students should focus on demonstrating their understanding of what the adult nursing profession is, including what the role involves and the variety of skills needed to be a good nurse. We like to know that the student has the right values, qualities and skills to train as a nurse - the NMC has a set of values, the 6 Cs: Care, Compassion, Competence, Communication, Courage, and Commitment - which are good for students to review. Write about examples, from

anywhere in your life, to demonstrate that you have these values.

Applicants should also include the work experience they've undertaken. This doesn't have to be formal or paid experience, but it needs to show they've either learned more about the profession or helped to gain some of the skills and qualities of a good nurse.



Psychology

It is advantageous if applicants can demonstrate a strong and up-to-date interest in the discipline (above and beyond pop psychology). Students should talk about what theories they have read about recently and what interests them about the discipline.

Students should try to show that they have an awareness that psychology goes beyond clinical psychology into a wide range of other areas, such as educational psychology, consumer psychology and neuropsychology.



The BU Work Experience Scheme

Our Work Experience Scheme enables your students to experience what it's like to work in a university. The scheme is aimed at students in Years 10 and 12, but if you're helping students in other year groups find placements, there may also be opportunities for them.

Students could spend a week or longer as a Sport & Recreation Assistant, Marketing & Communications Assistant, Assistant CAD Technician, Archaeology Assistant or Events Assistant. They could also gain that all-important office experience by spending some time with us as an Admin Assistant. We're aiming to continue expanding the scheme further, so that more opportunities become available across BU.

All of our work experience opportunities are advertised via the Education Business Partnership – South West, or you can contact us directly for more information.



To find out more, visit www.ebp-sw.org
or <http://dorset.learnaboutwork.org>



National Collaborative Outreach Programme

The National Collaborative Outreach Programme (NCOP) is an initiative funded by the Higher Education Funding Council for England (HEFCE) that aims to support the most disadvantaged young people in England to progress into higher education (HE). The project started in January 2017 and will run until December 2020 with a review point in December 2018.

The programme consists of 29 consortia across England, undertaking outreach activity in geographical areas (target wards) where the HE participation of young people is both low and much lower than expected based on GCSE-level attainment.

The measures of overall success in progressing young people will be to any course of prescribed HE, whatever the mode of study (HND, HNC, foundation degree, degree), and HEFCE encourages consortia to consider their offer in terms of information about alternative routes into HE.

The programme aims to support the Government's goals to:

- double the proportion of young people from disadvantaged backgrounds in HE by 2020
- increase the number of students in HE from ethnic minority groups by 20 per cent
- address the under-representation of young men from disadvantaged backgrounds in HE.



National Collaborative
Outreach Programme



SOUTHERN
UNIVERSITIES
NETWORK

What does this mean for Bournemouth University?

Bournemouth University is involved in the delivery of NCOP as a member of the Southern Universities Network (SUN). The SUN is a collaborative partnership comprising HE providers in Hampshire, Dorset and Isle of Wight. The SUN provides collaborative outreach activities for schools and colleges, and was previously part of the National Networks for Collaborative Outreach (NNCO) scheme, a two-year HEFCE-funded project which ended in December 2016.

In January 2017, the SUN embarked on the NCOP and was tasked with increasing HE participation in over 70 wards in the SUN region. Initial data shows that the SUN consortia will be working with 101 schools and all Further Education colleges in the region. As directed in HEFCE guidance, work will be focused on young people in years 9 – 13 and their key influencers.

As a result of the new programme, the SUN partnership has expanded to include representation from schools, colleges, Local Authorities, Local Enterprise Partnerships, and Education Business Partnerships.

How can you find out more?

Schools and Colleges can find the NCOPs target wards and the consortia that are working to close the HE participation gaps in these areas by visiting:

<http://www.hefce.ac.uk/sas/ncop/maps>

If you would like more information or have questions regarding eligibility for the NCOP programme, please email Helen Stevenson, SUN Project Leader at: hstevenson@bournemouth.ac.uk



Festival of Enterprise

Young entrepreneurs: How to succeed in business

In a series of short workshops, three successful entrepreneurs will explain how they got their business off the ground, tell stories of the challenges they've faced along the way, and provide opportunities to explore the skill sets needed to succeed in a competitive business environment.

This event is free to attend for school and college groups and is aimed at Year 9 onwards. Transport/supply costs will be covered for participating schools or colleges. To find out more and secure a place for your school or college, please email: aspirebu@bournemouth.ac.uk

The event will take place at Bournemouth University's Lansdowne Campus on Thursday 16 November as part of the Festival of Enterprise.

www.bournemouth.ac.uk/enterprise



Dates for your diary

Festival of Enterprise

Wednesday 15-
Friday 17 November 2017

Undergraduate Open Days

Saturday 18 November 2017

Dorset UCAS Exhibition

Wednesday 28 March 2018

Careers Advisers and Teachers Conference

Wednesday 16 May 2018

Festival of Learning

Saturday 16-
Wednesday 20 June 2018

Insight Days

Monday 18 June -
Friday 22 June 2018

Festival of Design & Engineering

Friday 22 -
Monday 25 June 2018

Get in touch

If you'd like to know more about what we can offer your school, college or academy, then we'd love to hear from you.

Tel: 01202 963999
aspirebu@bournemouth.ac.uk
www.bournemouth.ac.uk/aspirebu

Future Students Enquiry Team

For general course enquiries, please contact one of our advisers:

Tel: 01202 961916
futurestudents@bournemouth.ac.uk

