

Guru Lecturers: Hot topics and planning tips



Career Academy tutors have told us that they are especially keen for Guru Lecturers to cover any of the following topics. This list is not exhaustive, so if your area of expertise is not mentioned here, they will still be very keen to hear from you!

- Round table discussion with senior business leaders
- Current and future trends in your industry (eg, demographics; nature of work; distribution channels; product innovations)
- What HR / IT / Research / PR etc teams do in different types of business
- Business aims and objectives (including how functional departments contribute to the achievement of organisational aims and objectives)
- Business planning (including planning for survival and growth)
- Reporting business performance
- Business start up (eg, financial and legal considerations; sources of advice)
- Business financial needs (eg, debt and equity)
- Regulation and ethics
- Global economy and finance (eg, factors shaping demand/supply/market competitiveness; the influence of the EU on UK business; changes in the global economy; macro-economic policy)
- The Square Mile
- The role of the insurance industry
- The role of investment banks
- Derivatives and futures
- Stock market trade, shareholders, stocks and shares
- Foreign exchange
- Personal finance (eg, pensions; insurance; life assurance; investments; loans; mortgages)
- Taxation
- Customer Service / customer characteristics and needs
- The role of auditors, the legal profession etc in business
- Human Resources
- Marketing
- Key stakeholders
- Not-for-profit/voluntary sector
- Critical path analysis
- Internal and external constraints
- Research and development
- Risk management
- Break even
- Use and interpretation of ratios
- Software systems (eg, for Accounting)
- Online business

Continued...

Employability hot topics

- Career paths
- Employer expectations (job applications, interviews etc)
- Business dress and etiquette
- Presentation skills
- Time management
- Health and safety
- Performance management appraisal

Planning tips for Guru Lecturers

Consider:

- What do I want to deliver in the session?
- What will the students learn by the end of the session?
- How can I make the session interesting and *interactive*? Remember it's aimed at **16-19 year olds!**
- What will the students do? How will I be involved?
- What size is the class / group?
- What resources could I use?
- What facilities will I need? Eg, PowerPoint, overhead projector, DVD player.
- How will I include an opportunity for questions and answers?
- What and how many handouts should I take to the session?

Once you have an outline for a specific session, your Career Academy contact will be happy to advise further on methodology.

